

A MarketSearch Study

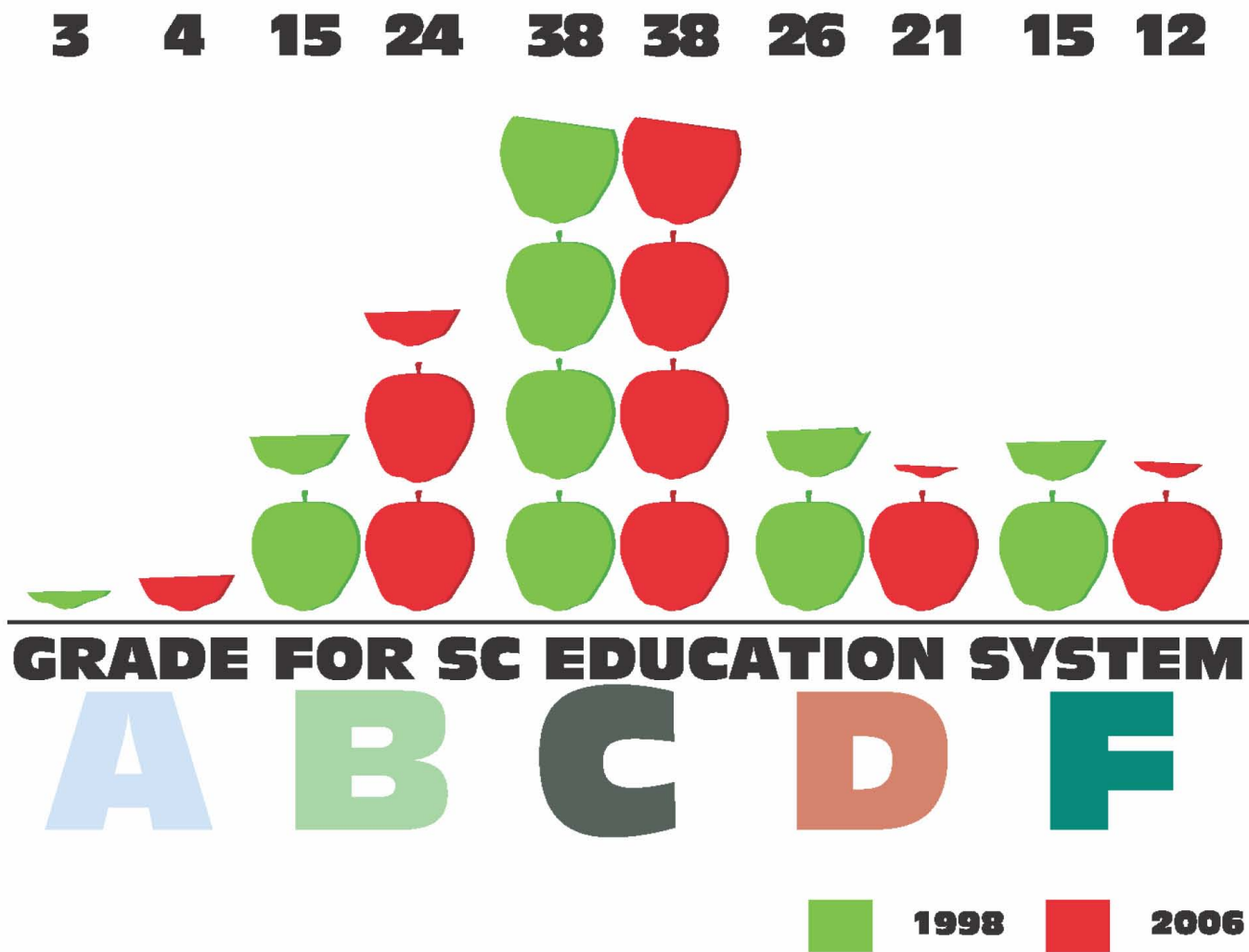
South Carolina Education Oversight Committee

Priorities for the SC Education System 2020 and Beyond

June 2006

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2721 Devine Street
Columbia, SC 29205
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Methodology

EOC/Priorities for the SC Education System

Methodology

Methodology:	Telephone Survey
Sample Size:	N=500
Conducted:	May 25 to June 1, 2006
Market:	Statewide
Respondent Specs:	General Population
Sampling Error:	$\pm 4.4\%$ at a 95% confidence level

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Key Findings

EOC/Priorities for the SC Education System

Key Findings

- **Findings identify positive shifts**
 - ✓ **More Bs, fewer Cs and Ds**
- **Ratings are most positive among**
 - ✓ **Those with children in public school**
 - ✓ **Those with children in a public high school**
 - ✓ **Residents in the upstate**
 - ✓ **Residents in rural counties**

Key Findings

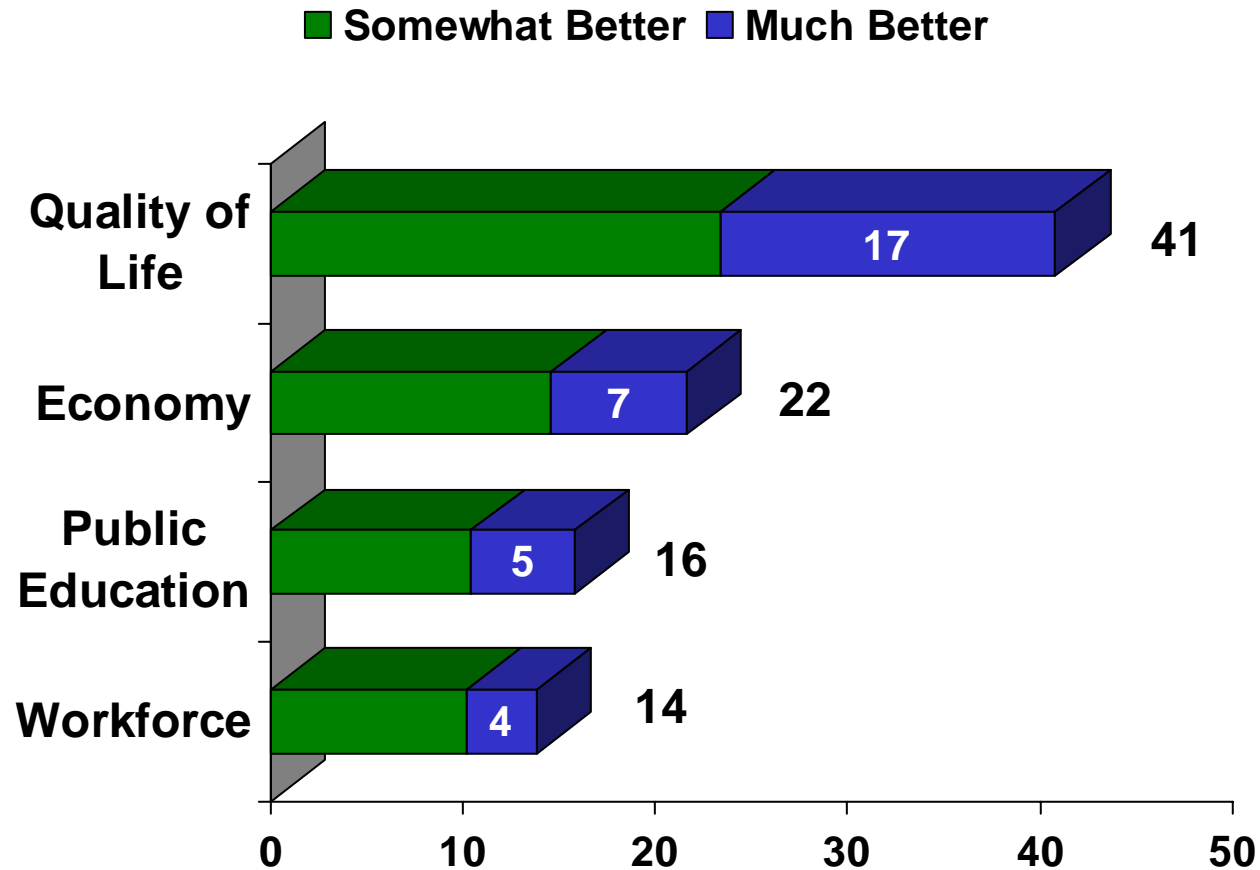
- **Residents are supportive of many of the ideas presented in the research, particularly those related to**
 - ✓ **Non-traditional teaching and**
 - ✓ **Diversity**
- **At this point, residents do not support concept of schools as community centers**

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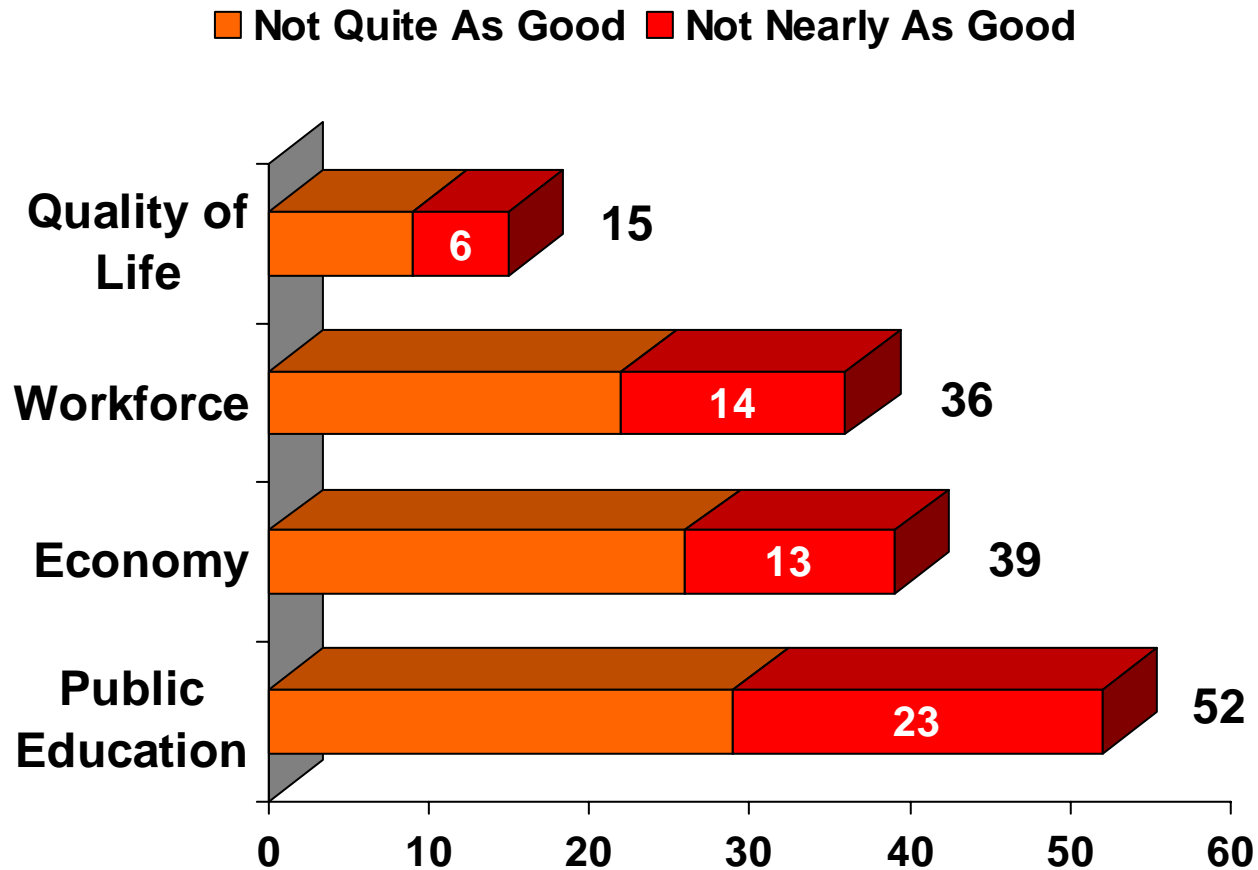
Quality of Life Measures

EOC/Priorities for the SC Education System

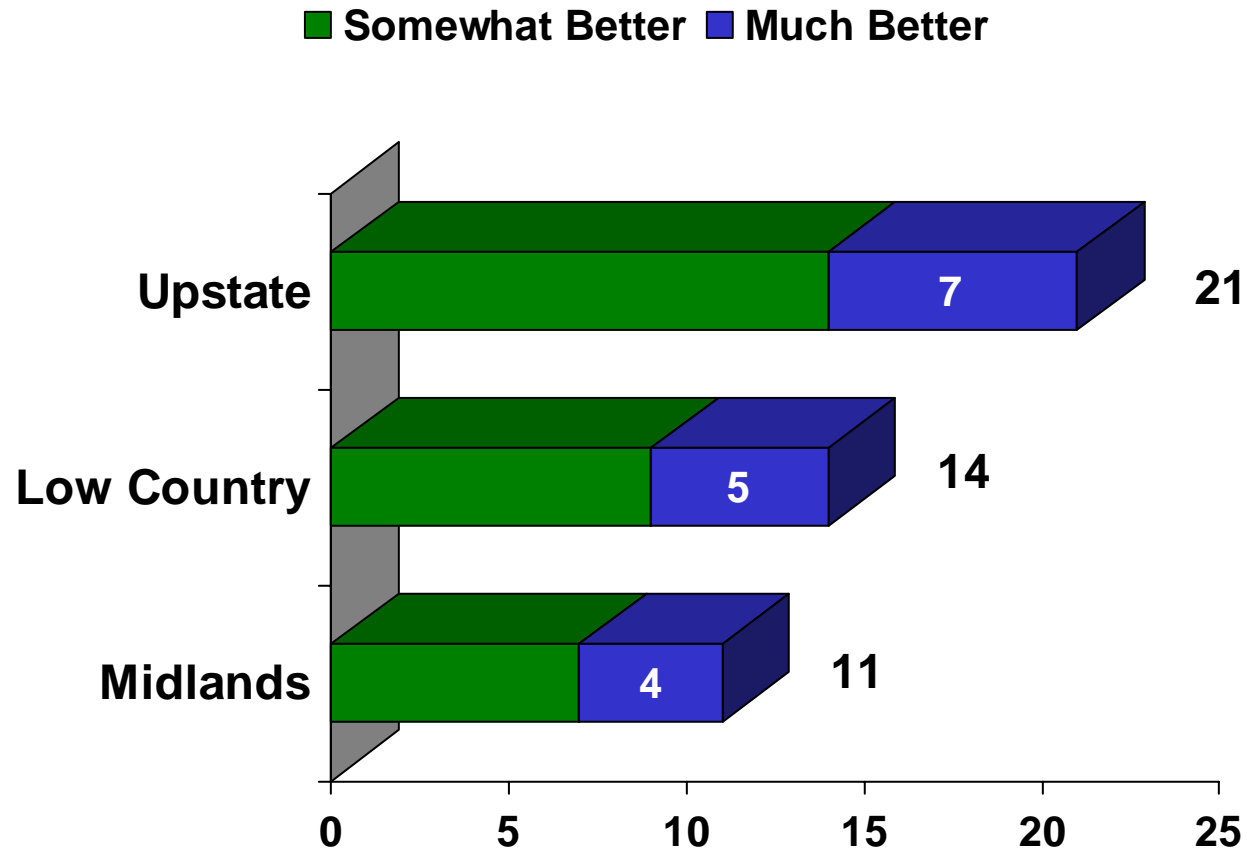
SC Compared to Other Nearby States



SC Compared to Other Nearby States



Quality of Education in SC Compared to Other Nearby States

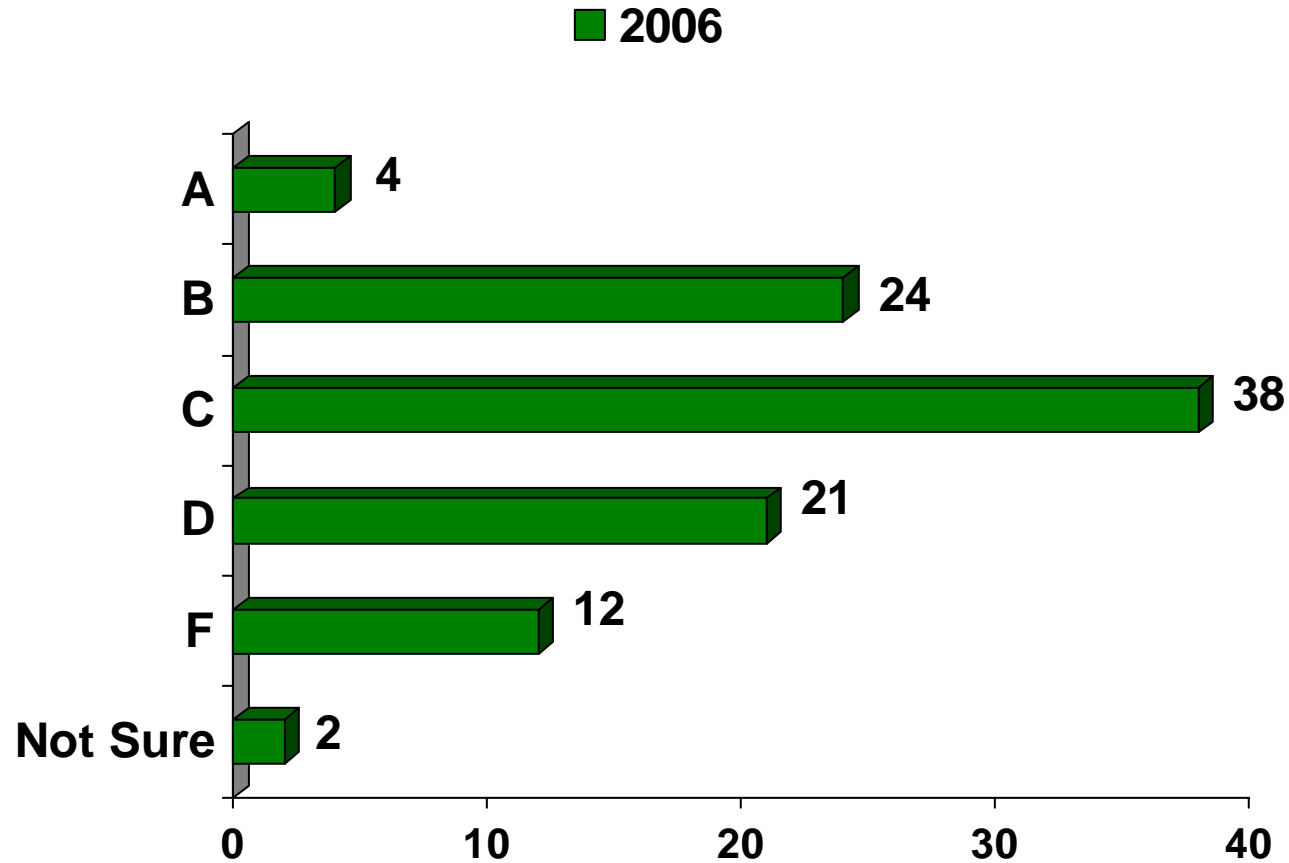


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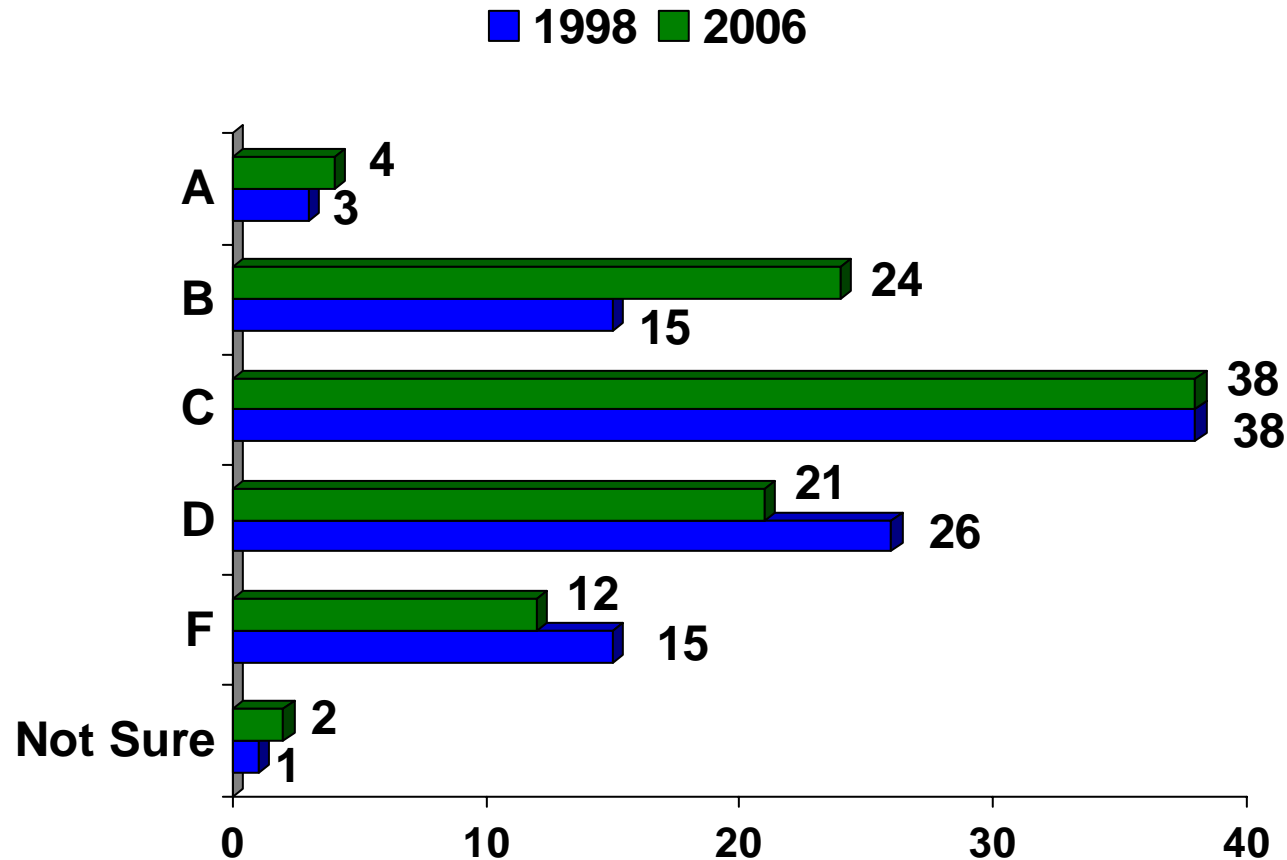
Grading Our Schools

EOC/Priorities for the SC Education System

Grade for SC Education System

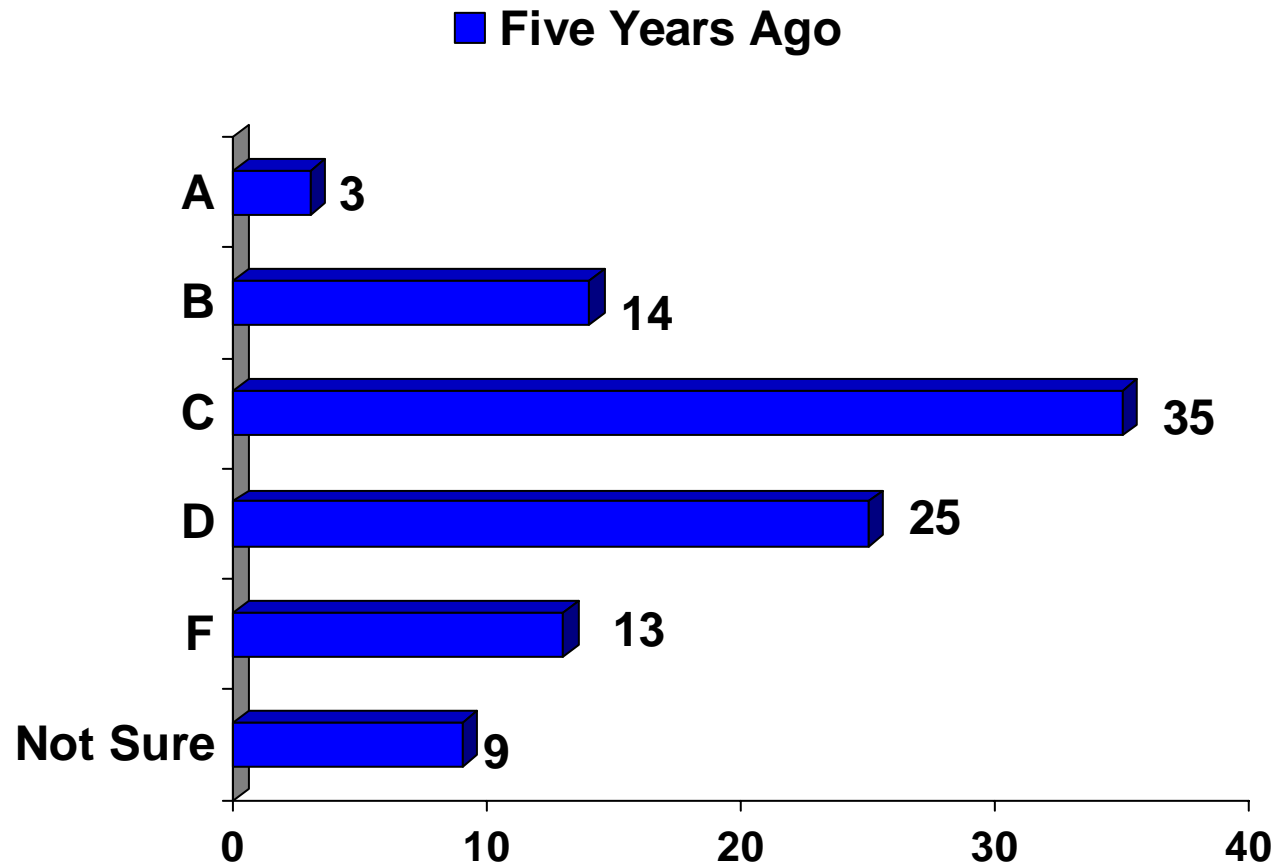


Grade for SC Education System



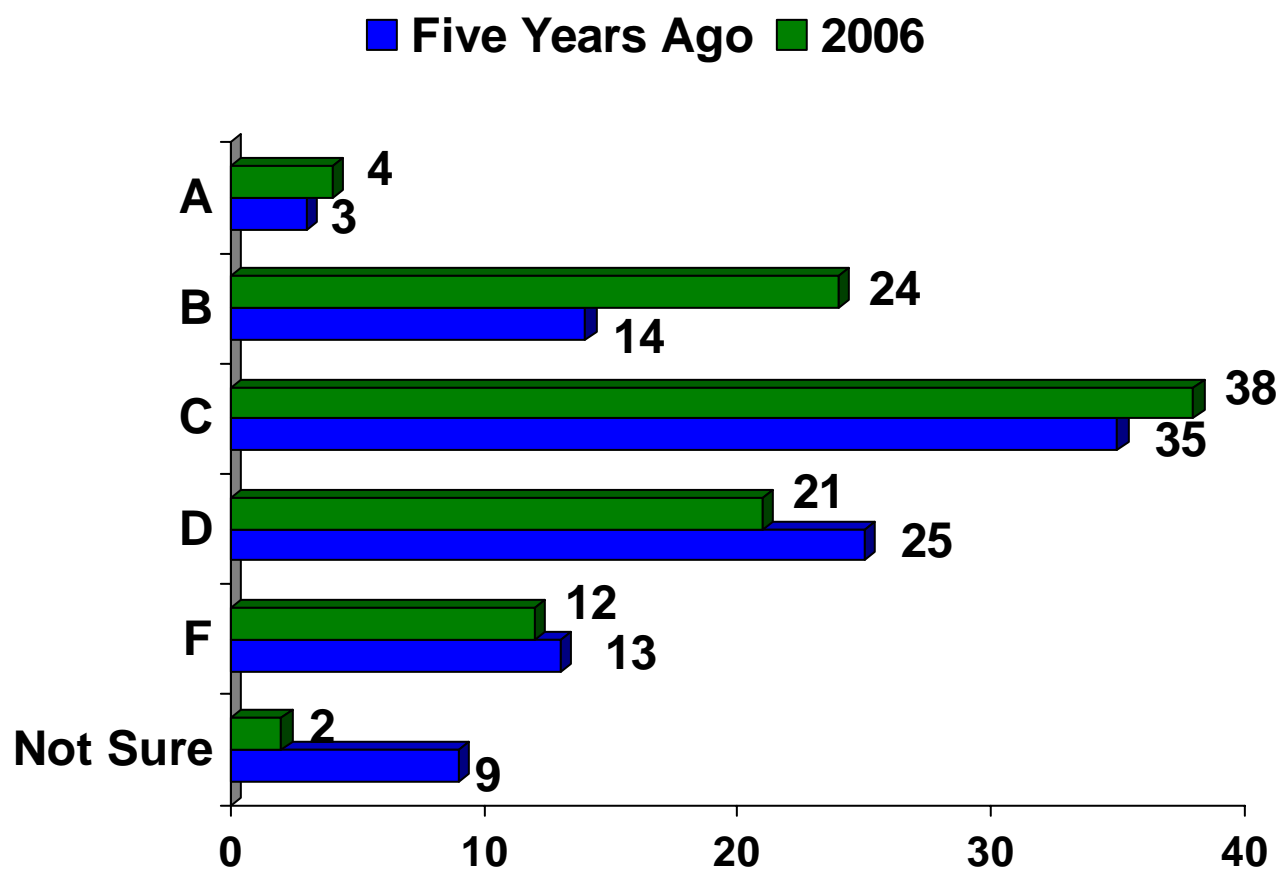
Question 2 vs. 1998 Study Results: Now, thinking specifically about public schools and education in the state . . . If you were to grade South Carolina's education system, which letter grade would you choose – A, B, C, D, or F?

Grade for SC Education System Five Years Ago



Question 3: What grade would you have chosen for South Carolina's education system five years ago – A, B, C, D, or F?

Comparison of Question 2 and Question 3



Question 2: Now, thinking specifically about public schools and education in the state . . . If you were to grade South Carolina's education system, which letter grade would you choose – A, B, C, D, or F?

Question 3: What grade would you have chosen for South Carolina's education system five years ago – A, B, C, D, or F?

Grade for SC Education System

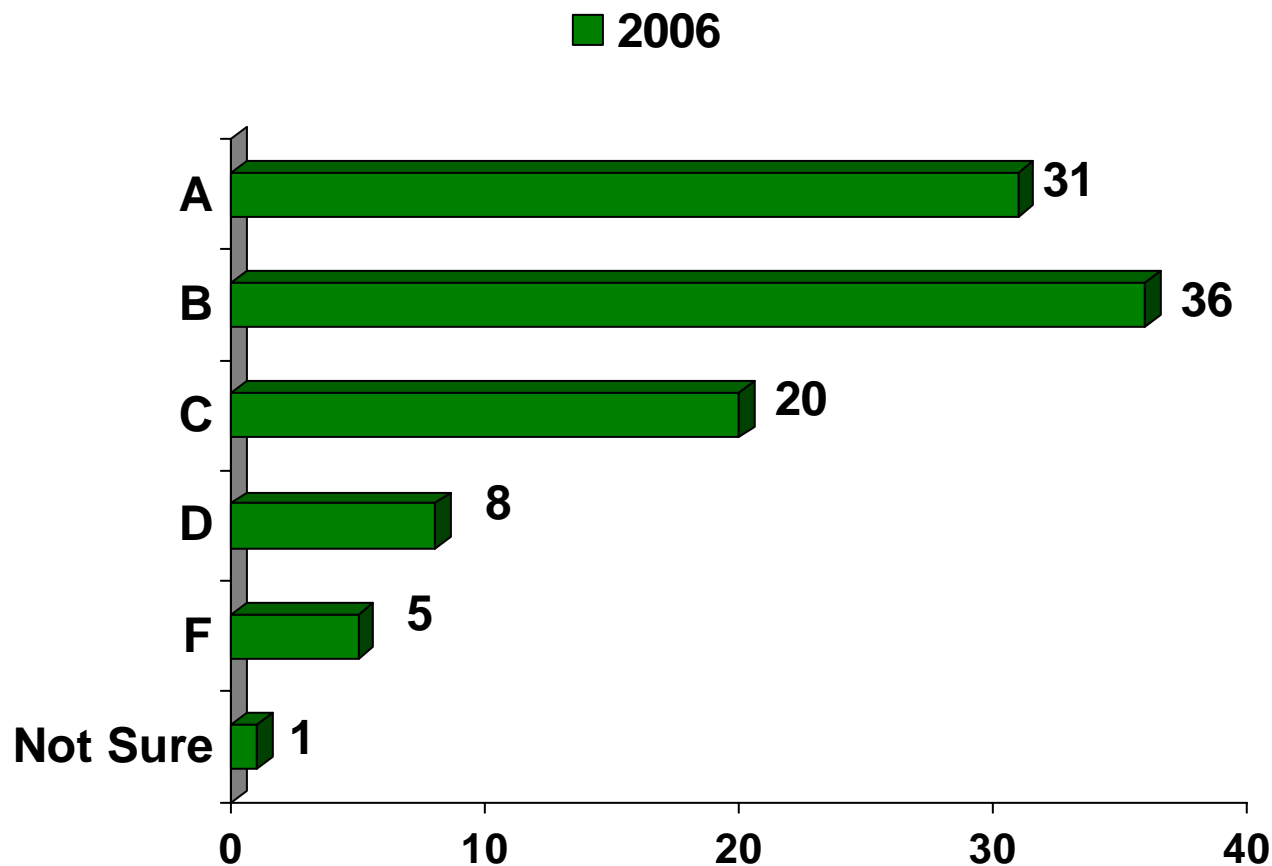
	Children in Public School	Elementary	Middle	High School
A	8	8	4	10
B	33	33	40	35
C	33	30	26	33
D	18	19	25	13
F	9	10	6	8
Not Sure	0	0	0	0

Grade for SC Education System

	Upstate	Midlands	Low Country
A	4	4	5
B	27	24	20
C	42	35	36
D	18	22	23
F	9	13	14
Not Sure	1	3	2

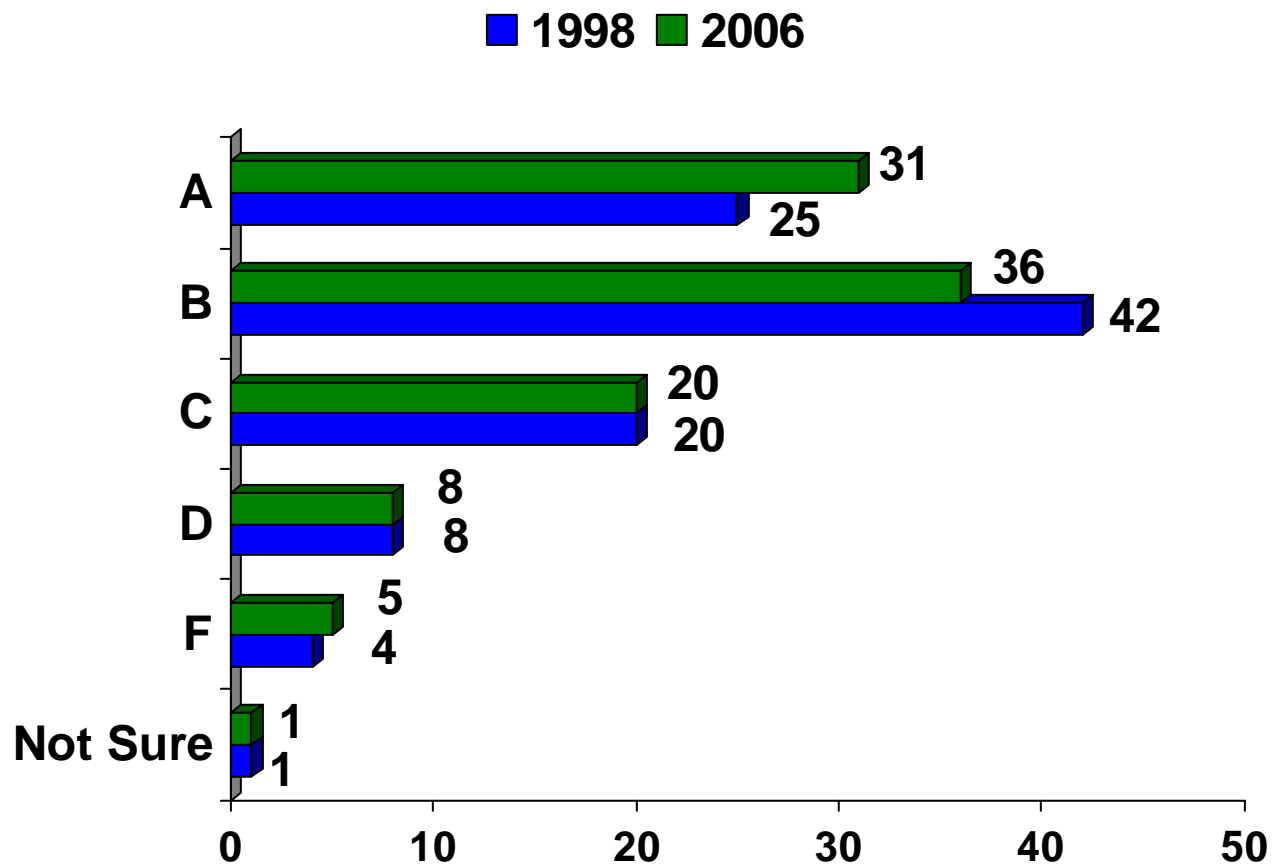
Grade for Children's School(s)

(among those with children in SC public school system, n = 141)



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(among those with children in SC public school system, n = 141)

	Children in Public School	Elementary	Middle	High School
A	31	30	28	32
B	36	33	36	35
C	20	23	21	22
D	8	7	9	8
F	5	6	4	3
Not Sure	1	1	2	0

Grade for Children's School(s)

(among those with children in SC public school system, n = 141)

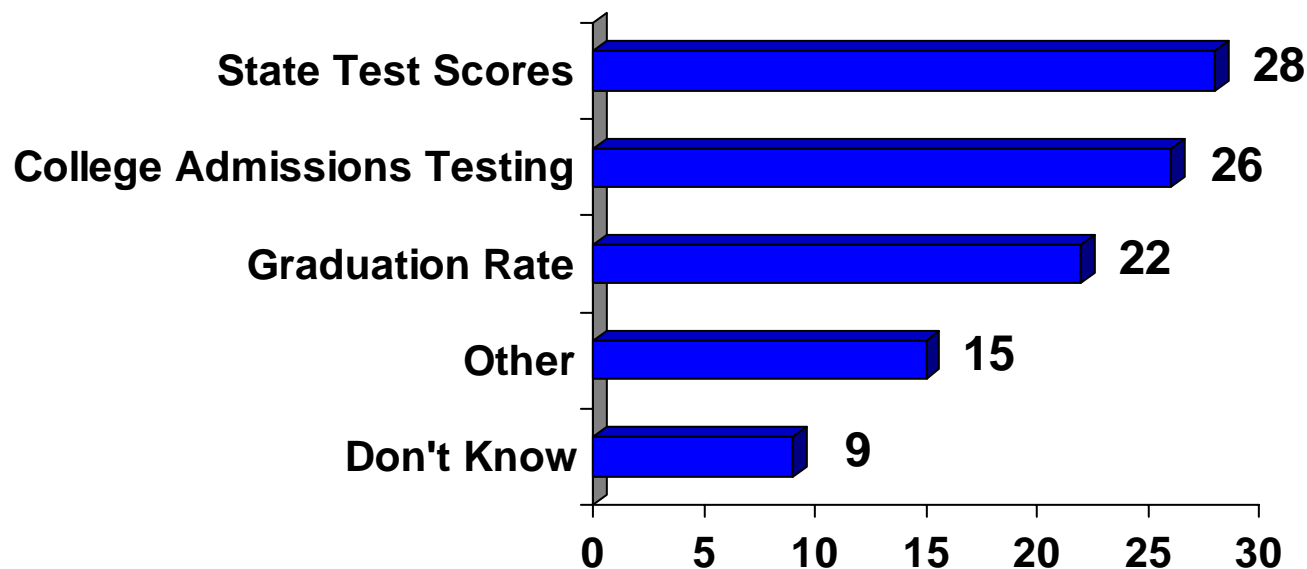
	Upstate	Midlands	Low Country
A	33	29	31
B	34	34	38
C	18	13	29
D	8	16	0
F	5	8	2
Not Sure	2	0	0

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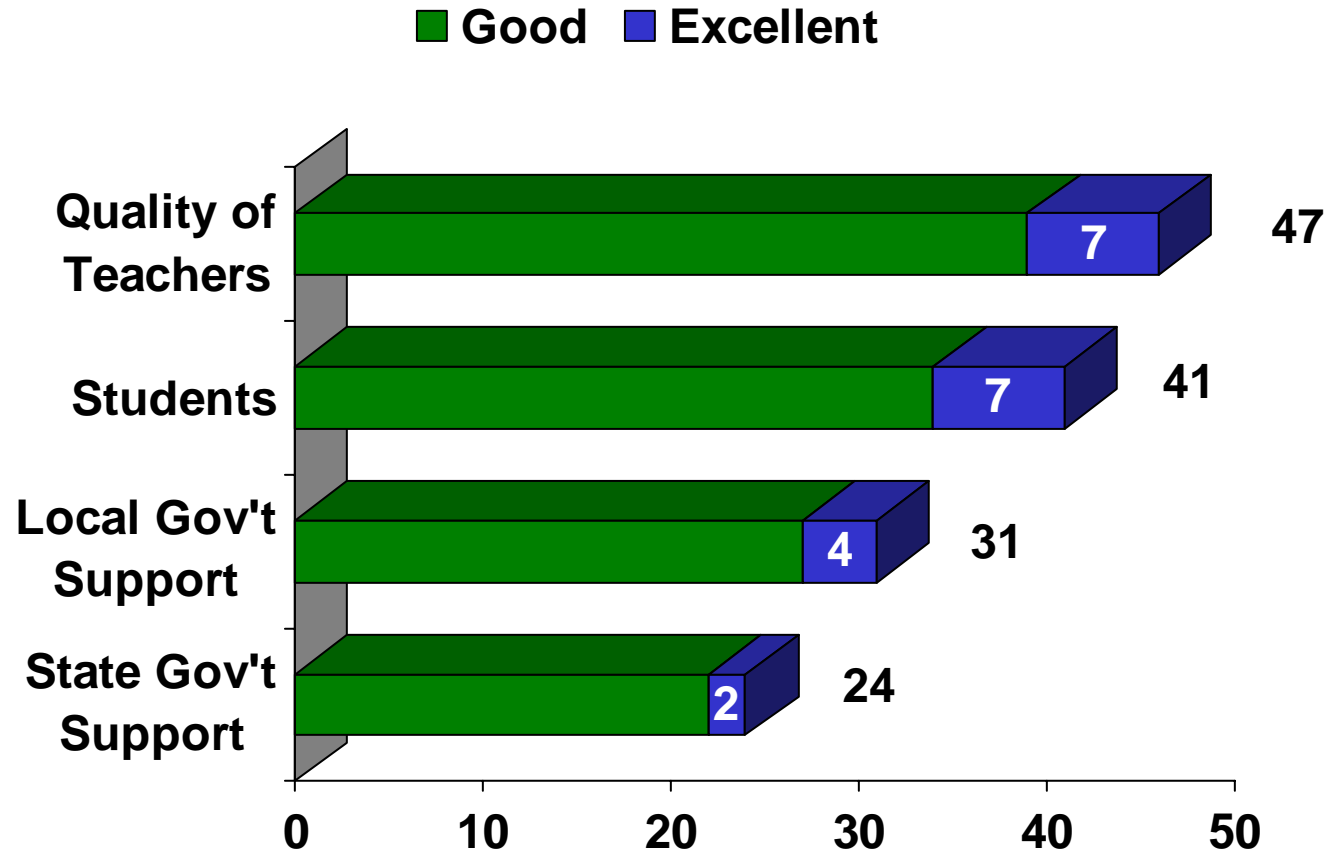
School Quality

EOC/Priorities for the SC Education System

Most Appropriate Way of Measuring School Quality



Rating Components of Education



Rating Components of Education

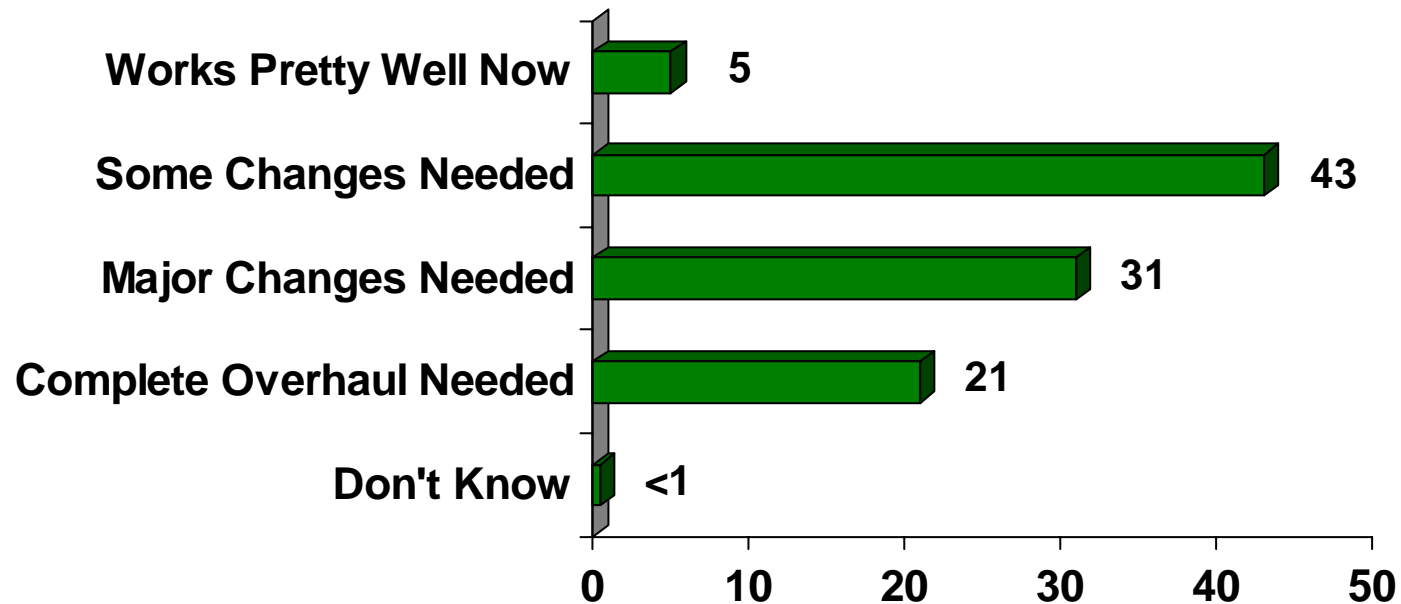
	% Excellent or Good	Change from 1998
Overall quality of teachers in the state	47	+6.2
Learning capability of students in the state	41	+12.2

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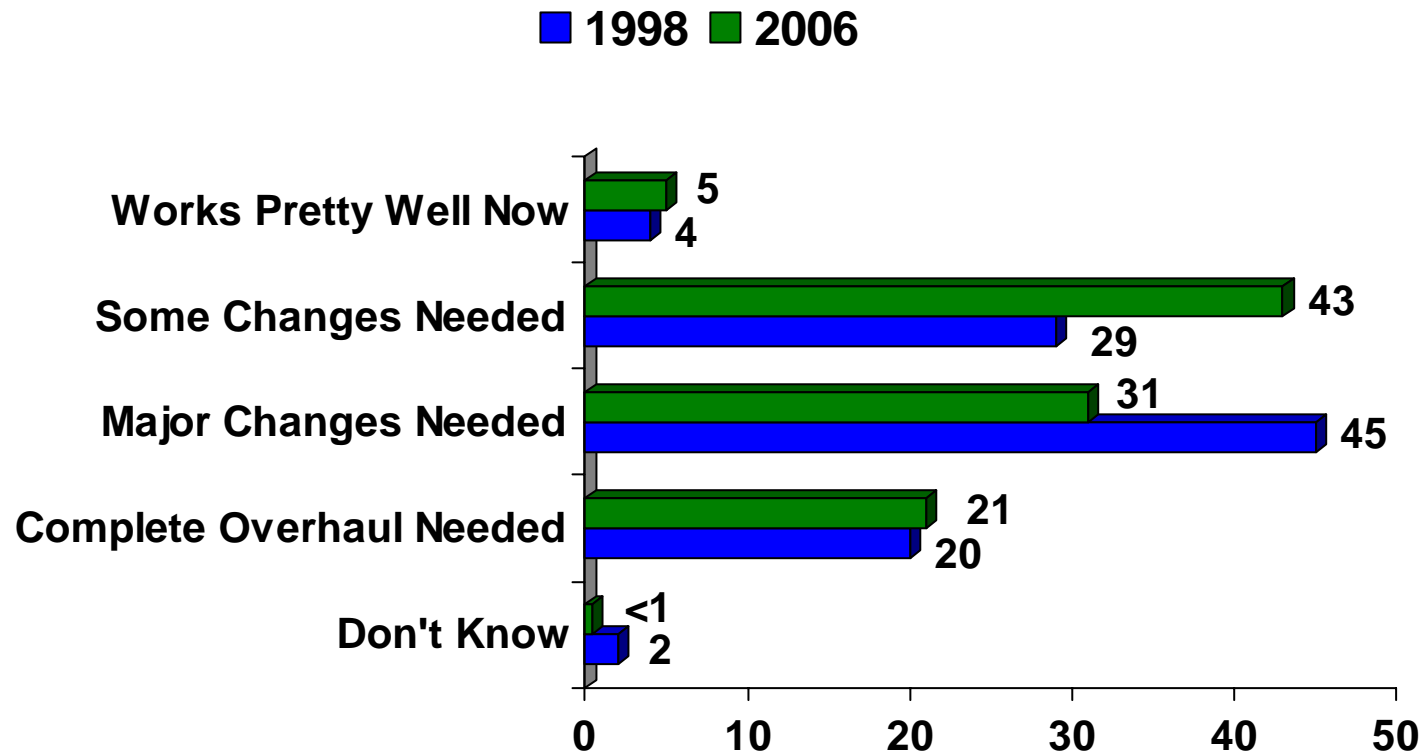
Looking Forward

EOC/Priorities for the SC Education System

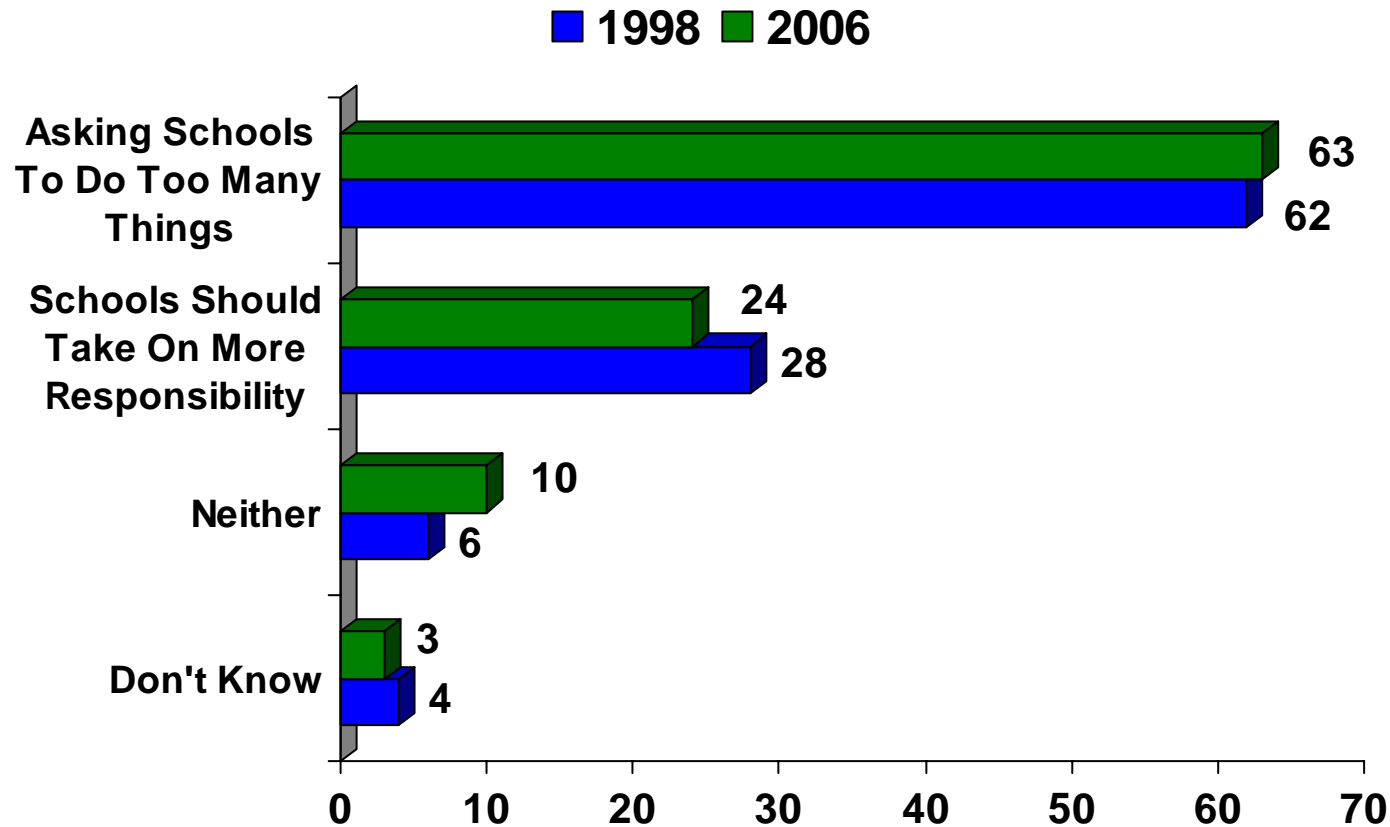
Position on Public School System



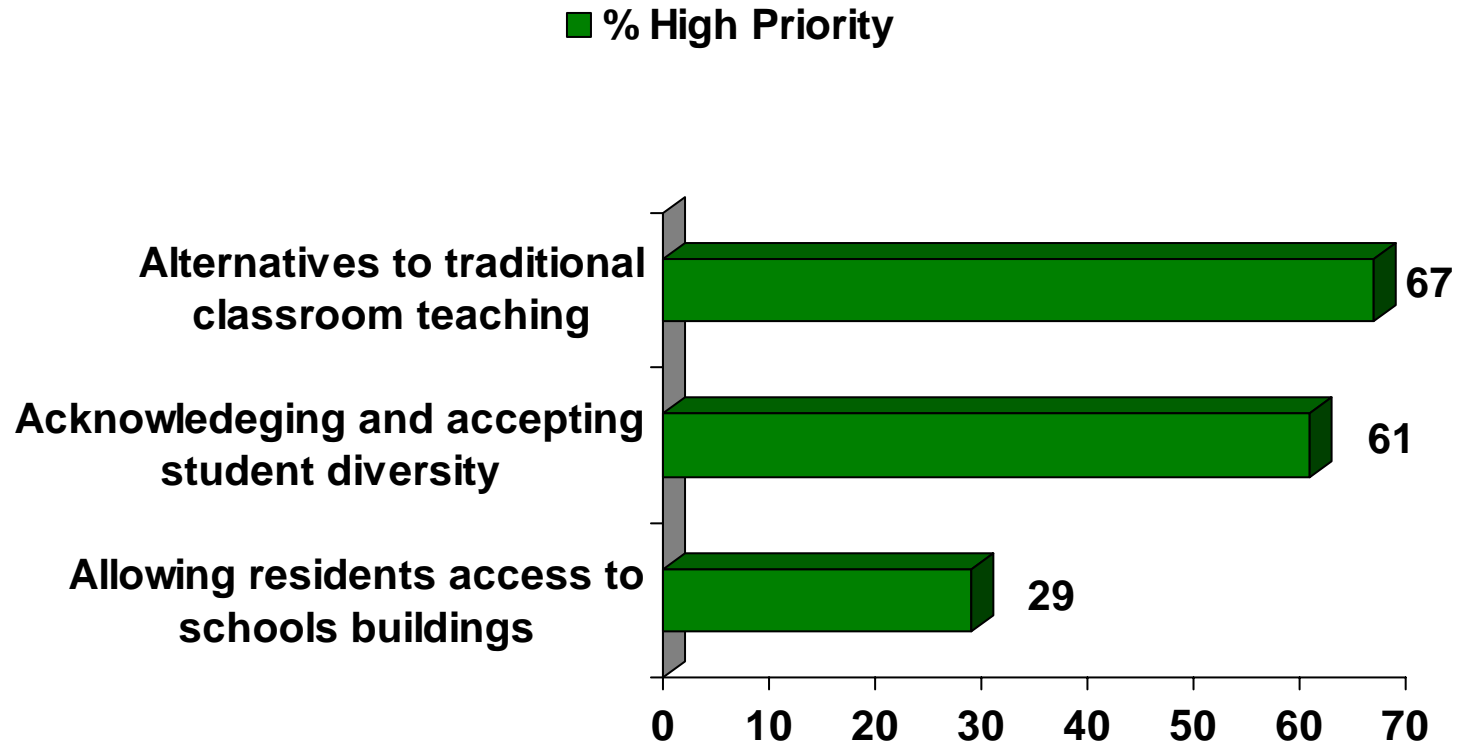
Position on Public School System



Position on Public School System

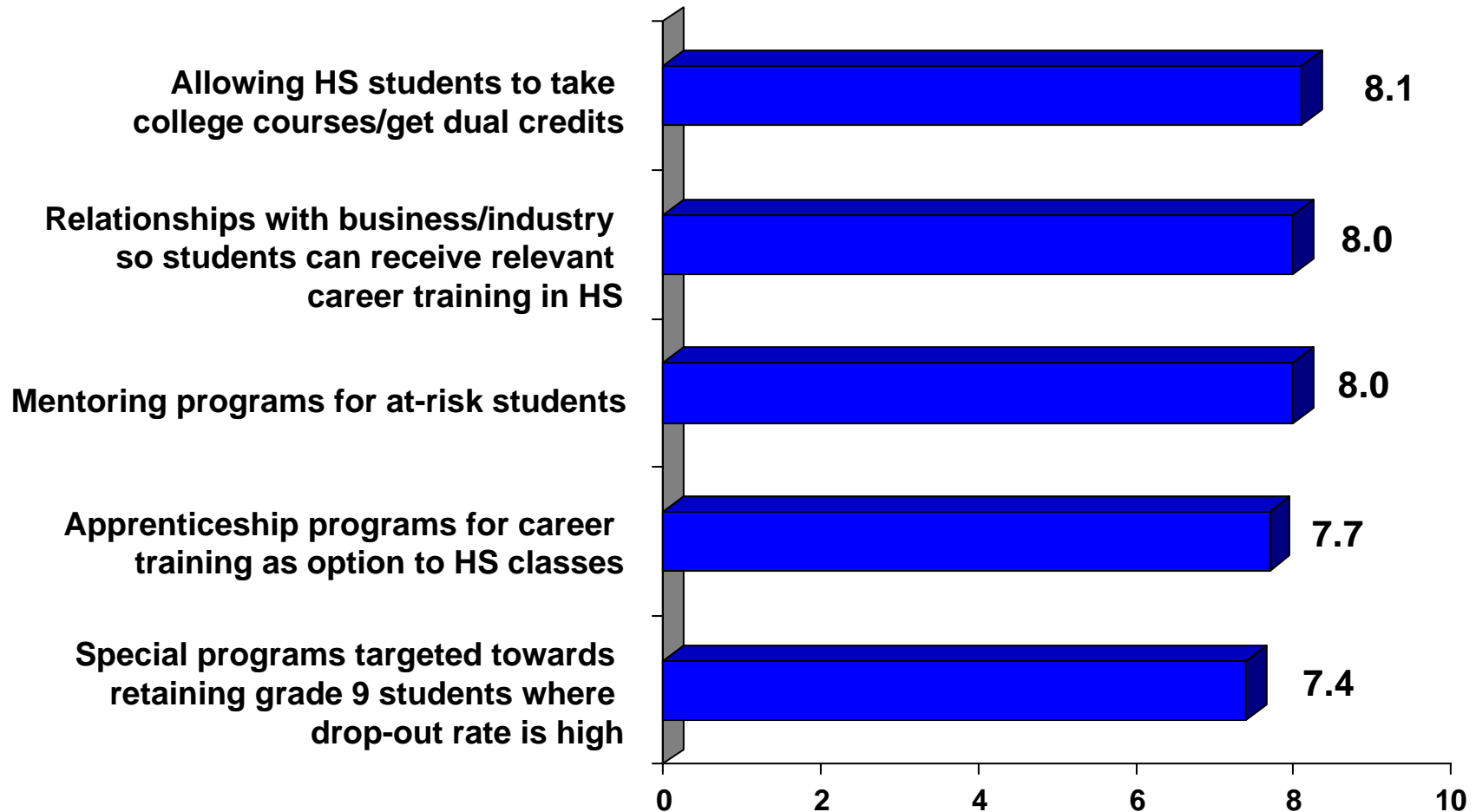


General Priorities for SC Public Schools Over Next 10 to 20 Years



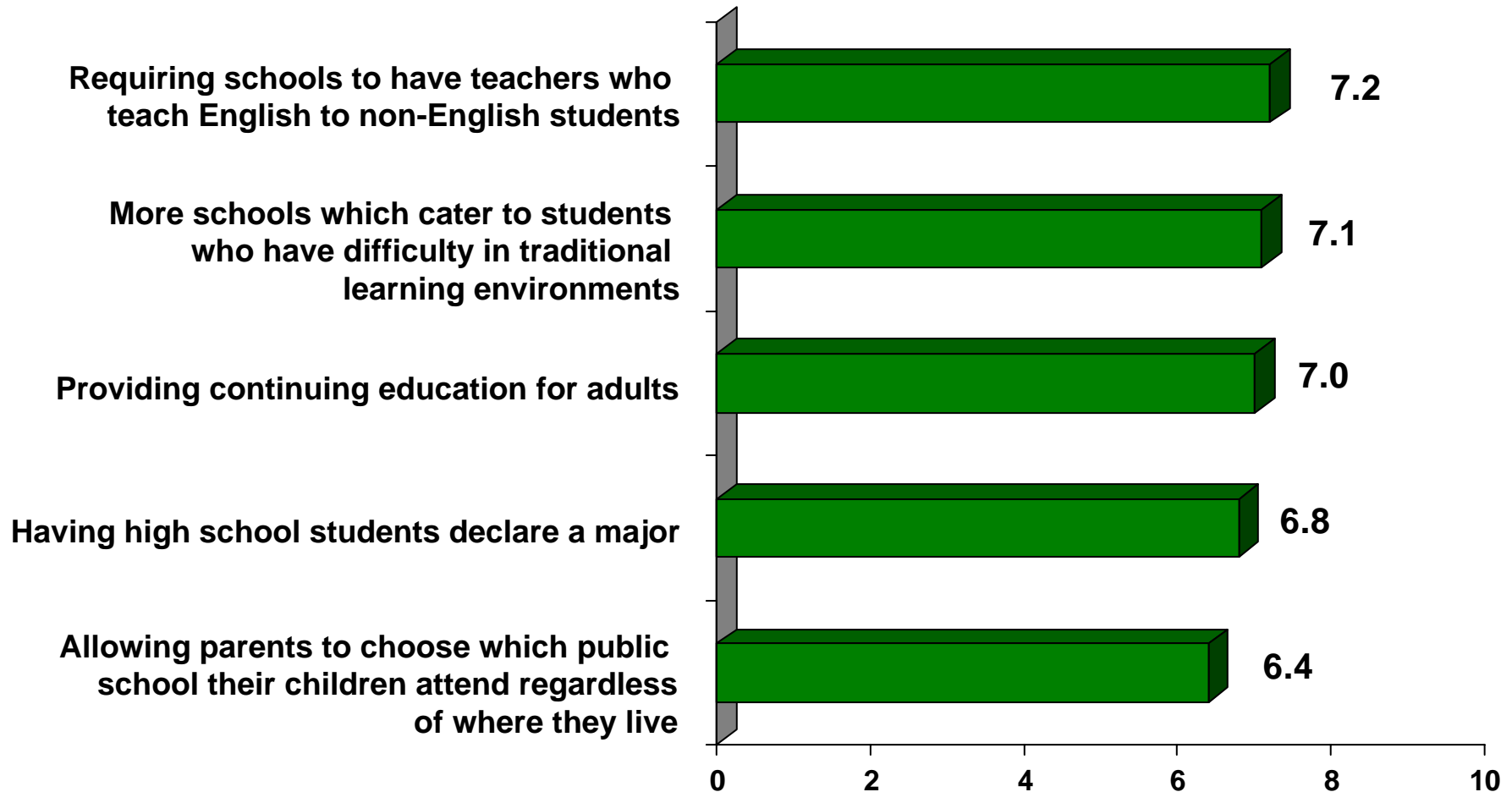
Support for New Ideas

(1 of 3)



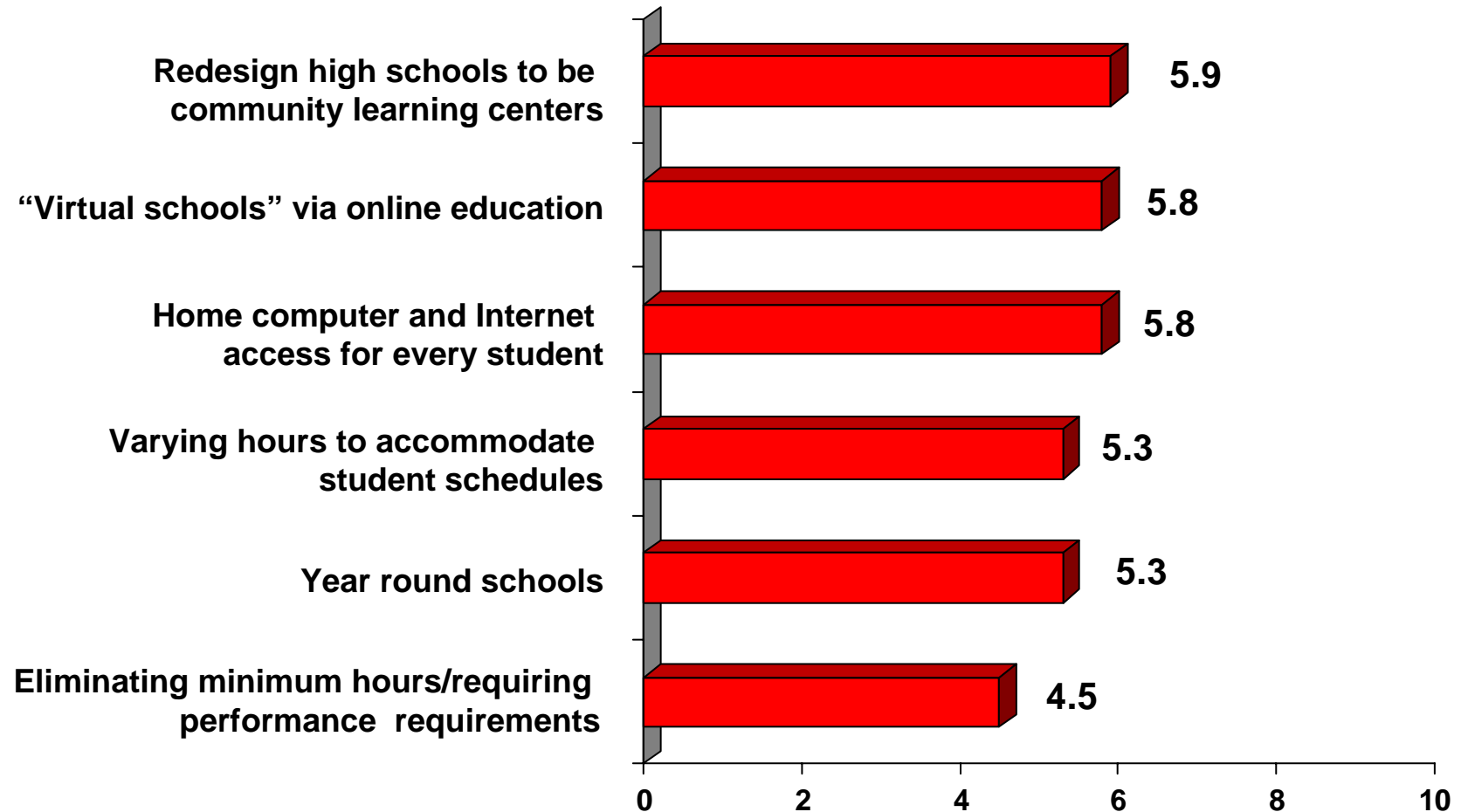
Support for New Ideas

(2 of 3)



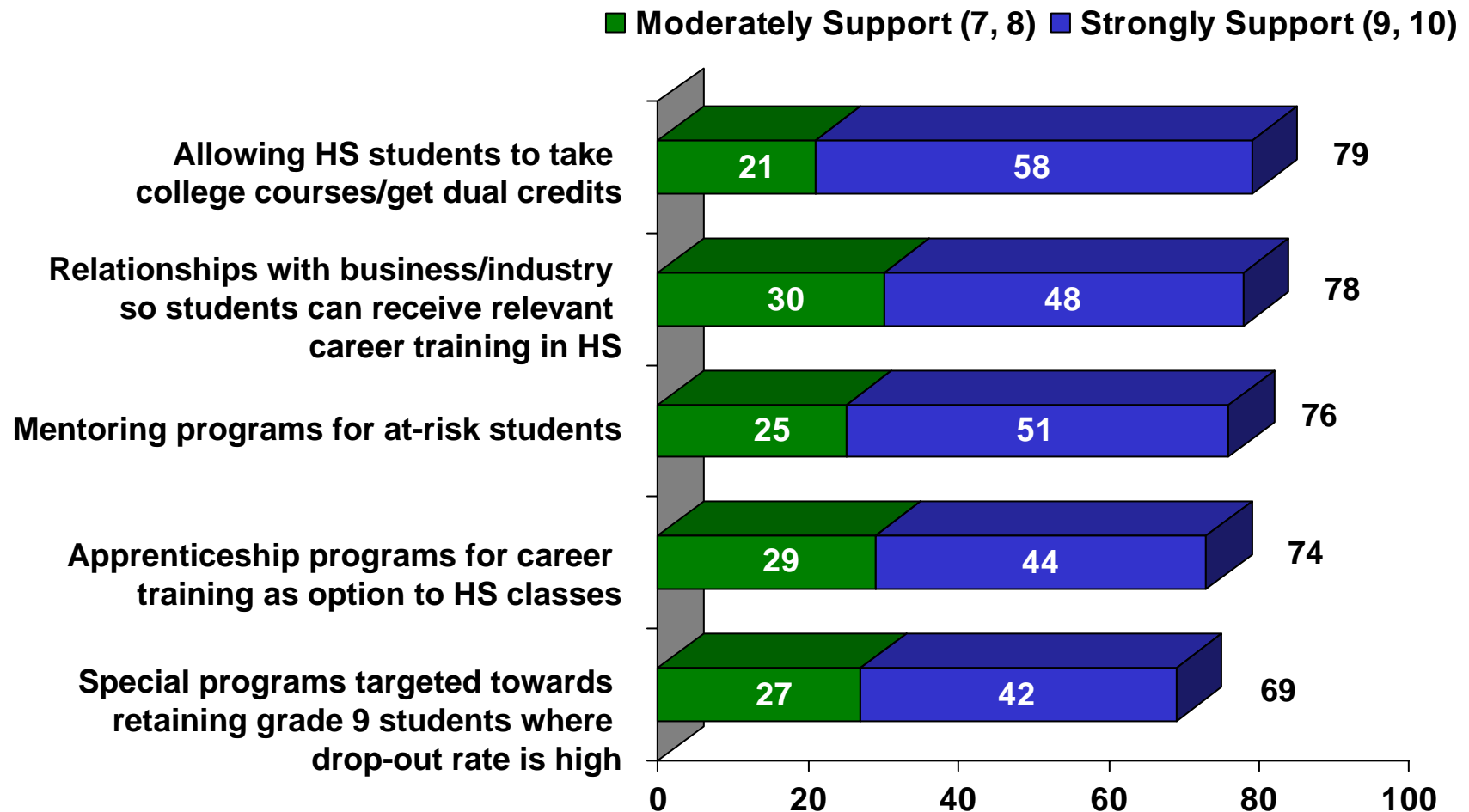
Support for New Ideas

(3 of 3)



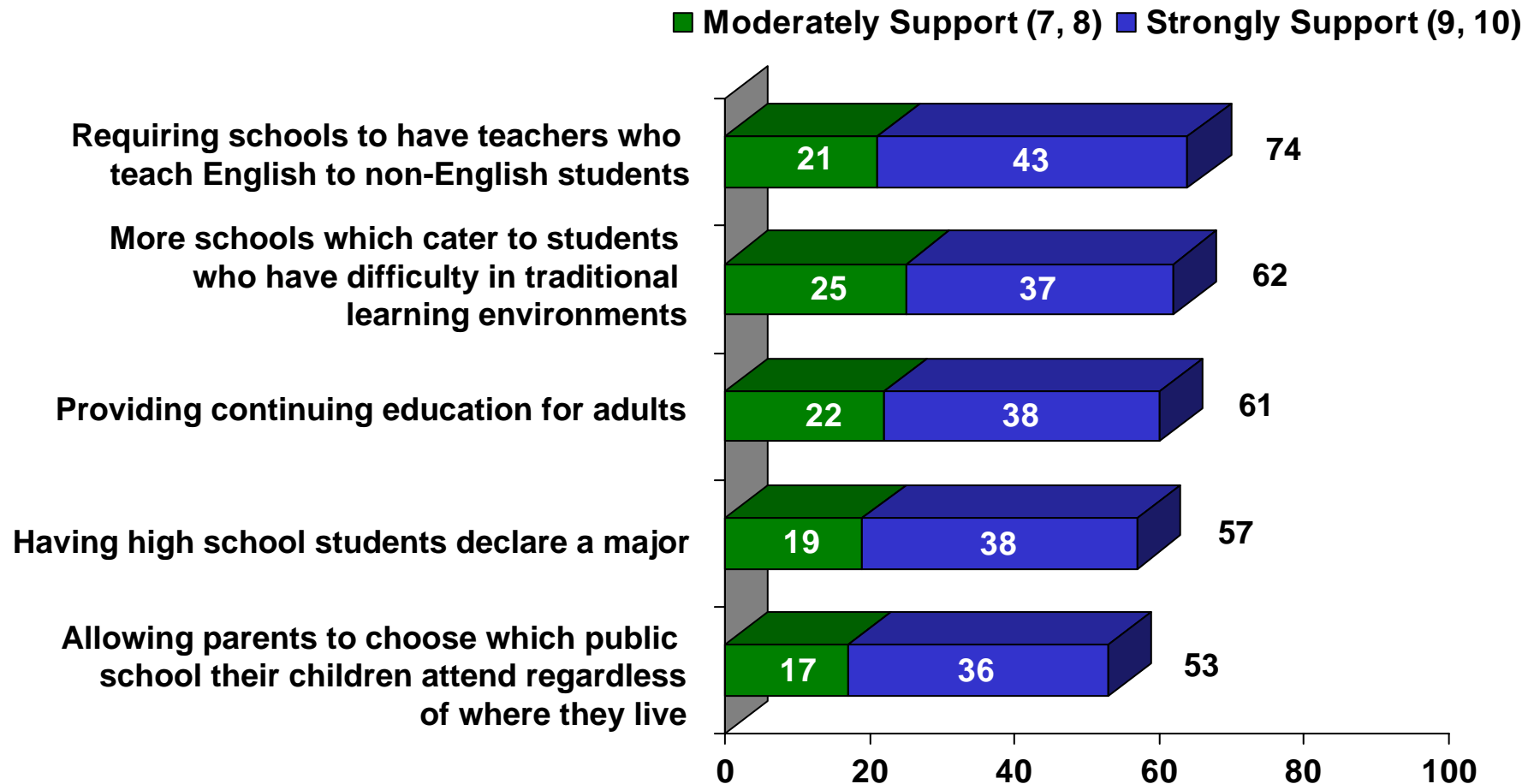
Support for New Ideas

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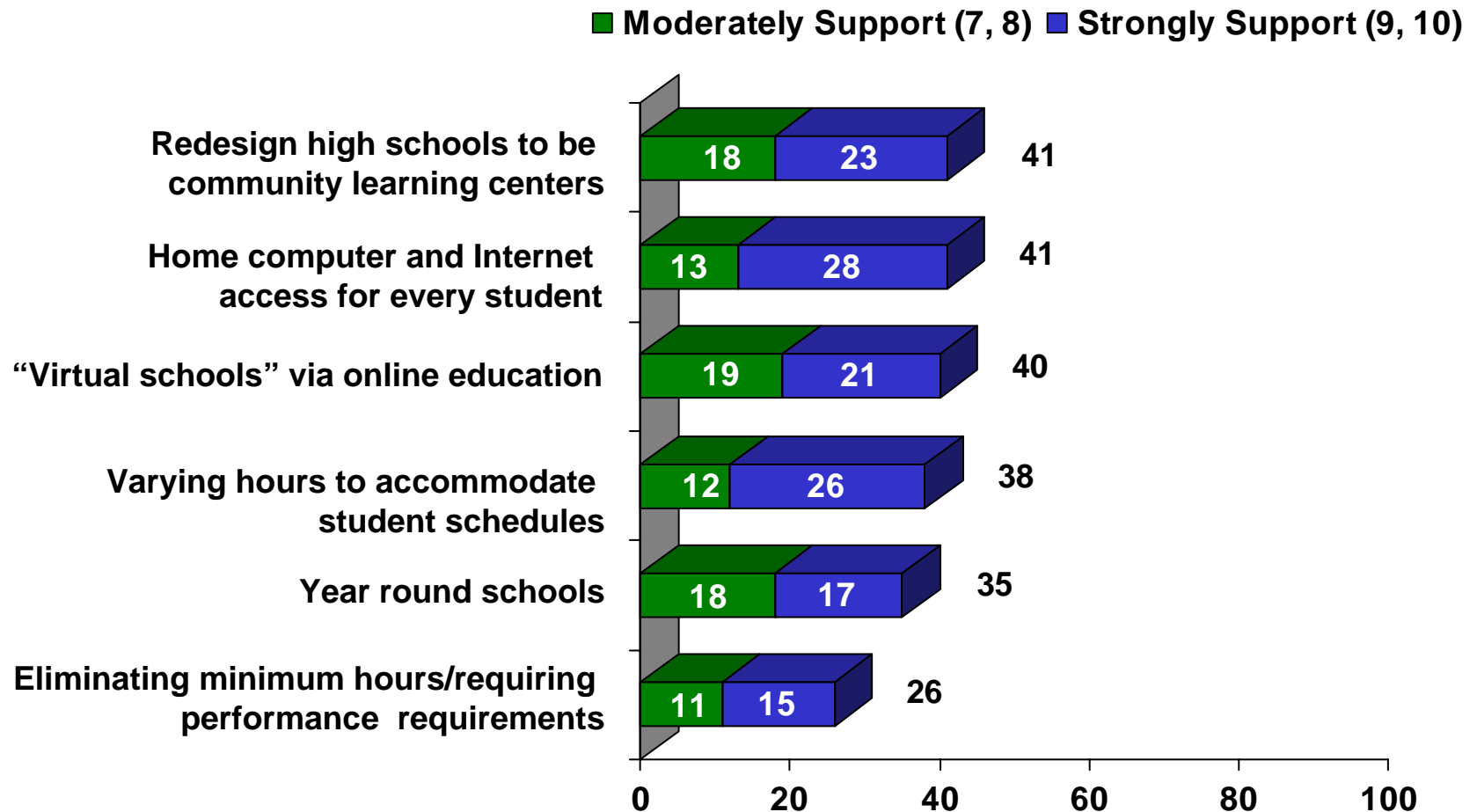
Support for New Ideas

(2 of 3)

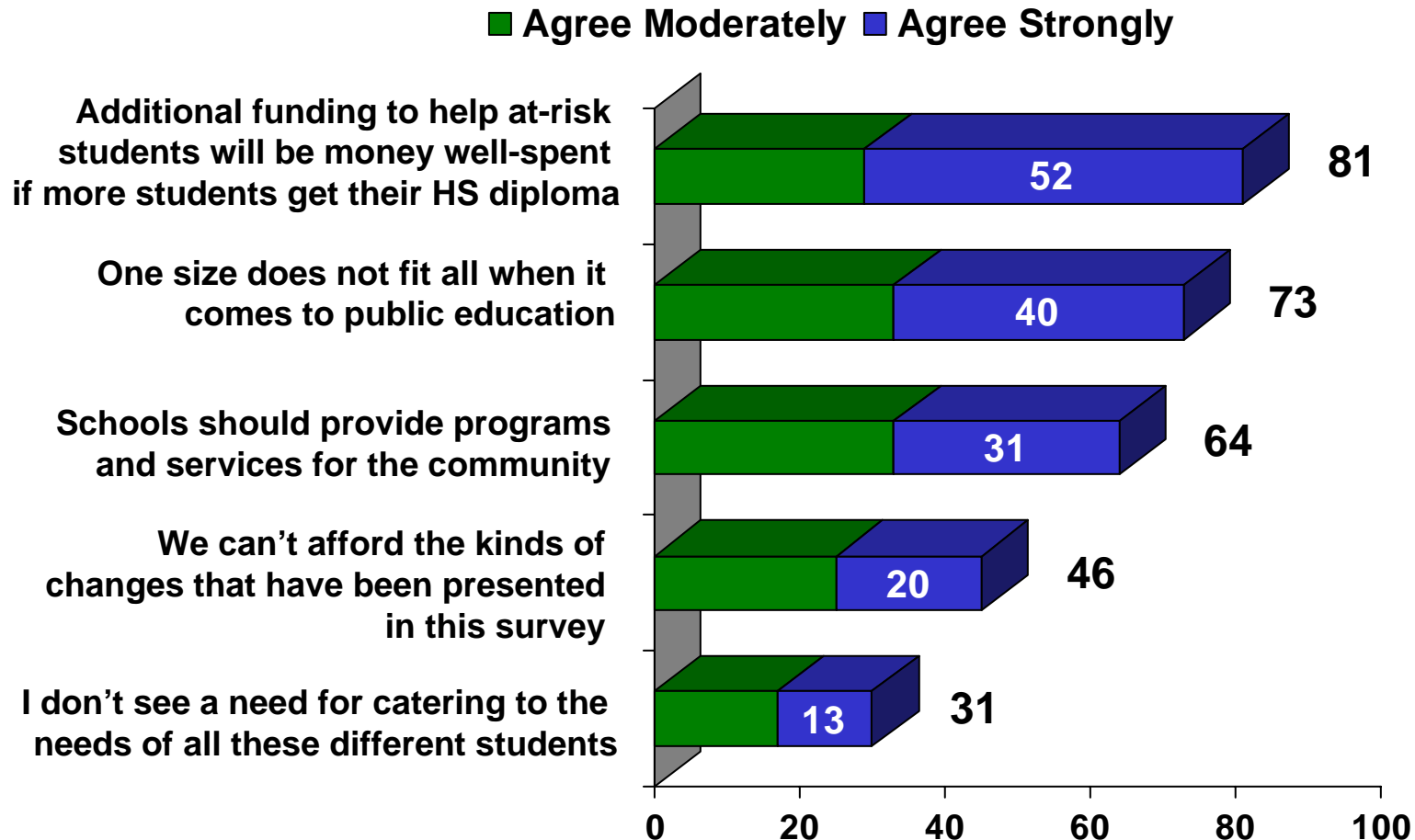


Support for New Ideas

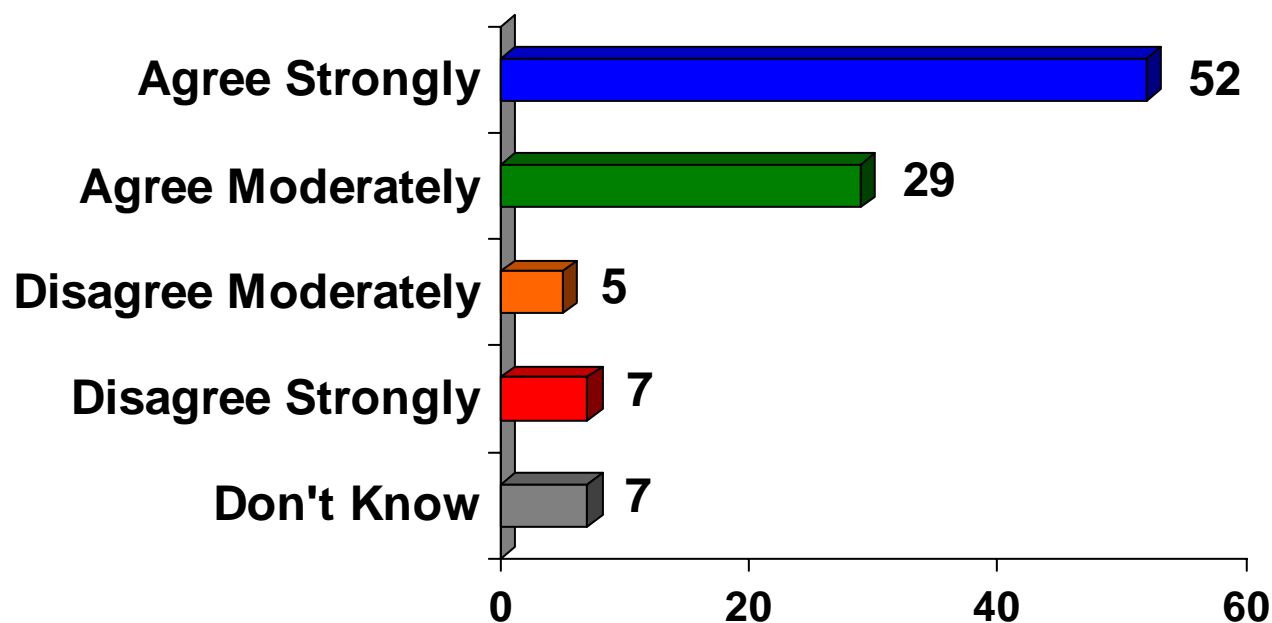
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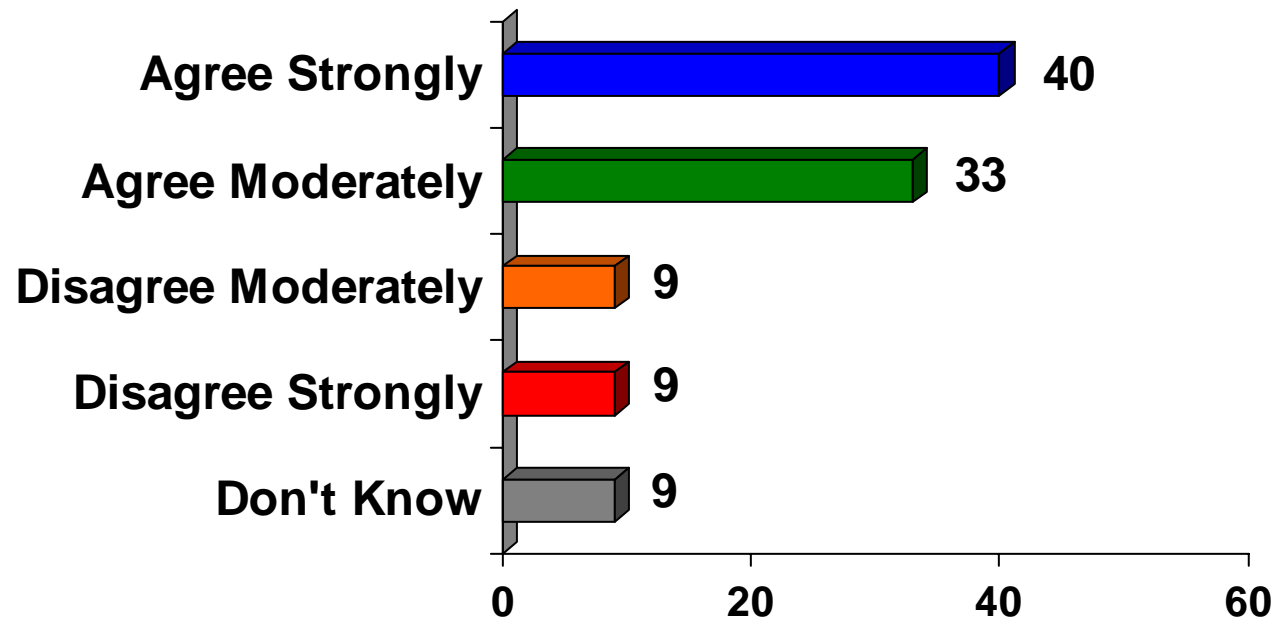
Position on Direction of Public Education



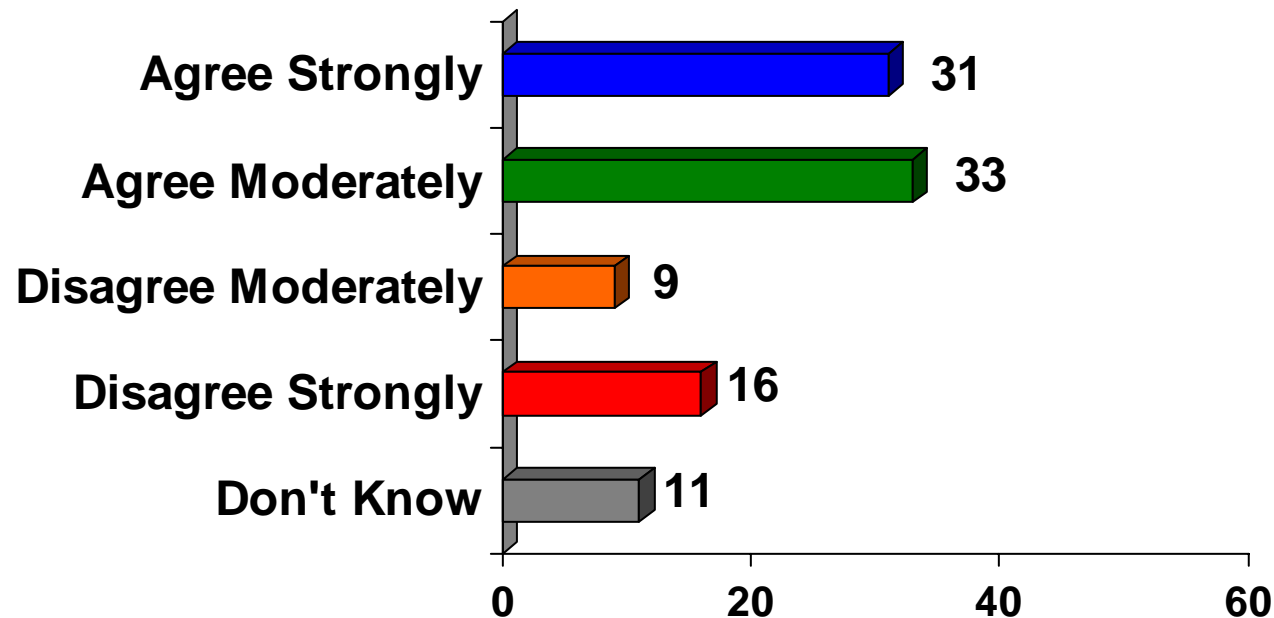
Additional funding required to help at-risk students will be money well-spent if more students get their high school diploma.



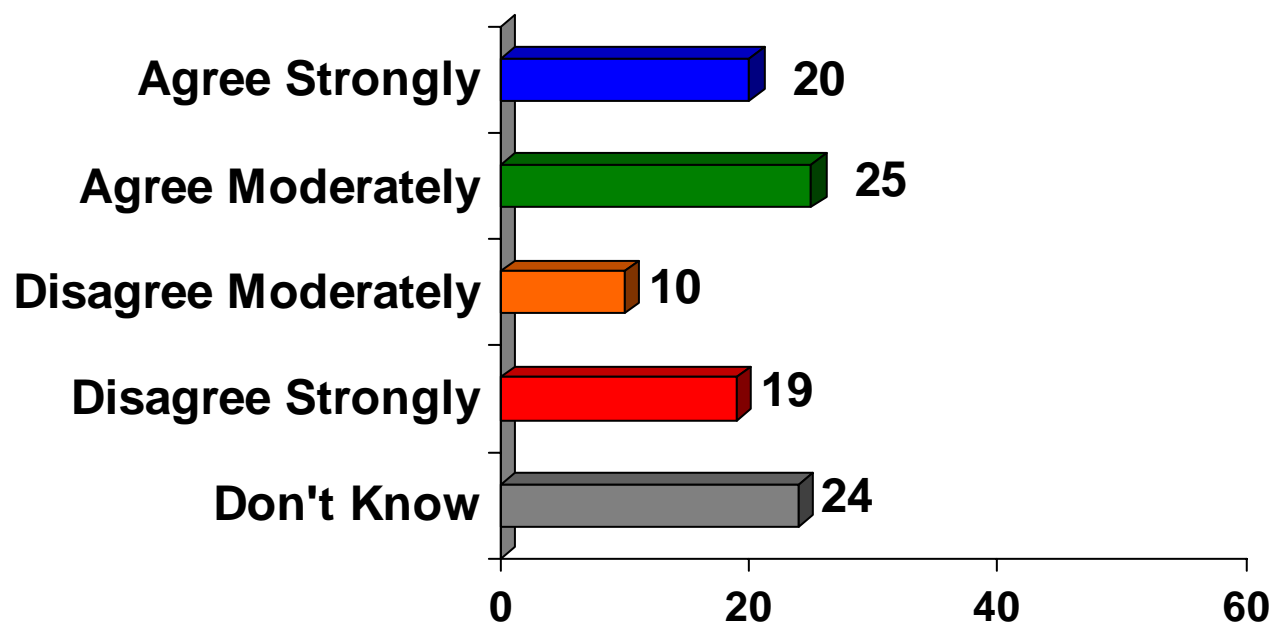
One size does not fit all when it comes to public education. The SC public education system needs to change to address the needs of a diverse student body.



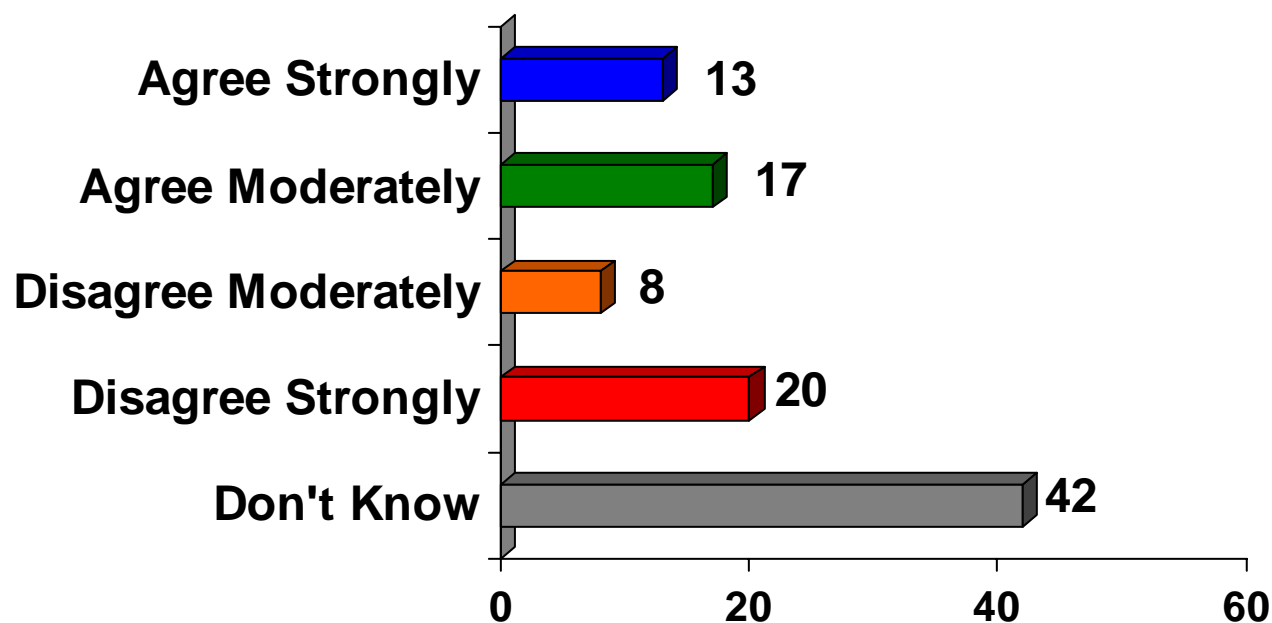
**Taxpayers should get more direct benefit from the schools in their area.
Schools should provide programs and services like adult continuing education, meeting space, and recreational facilities for the community.**



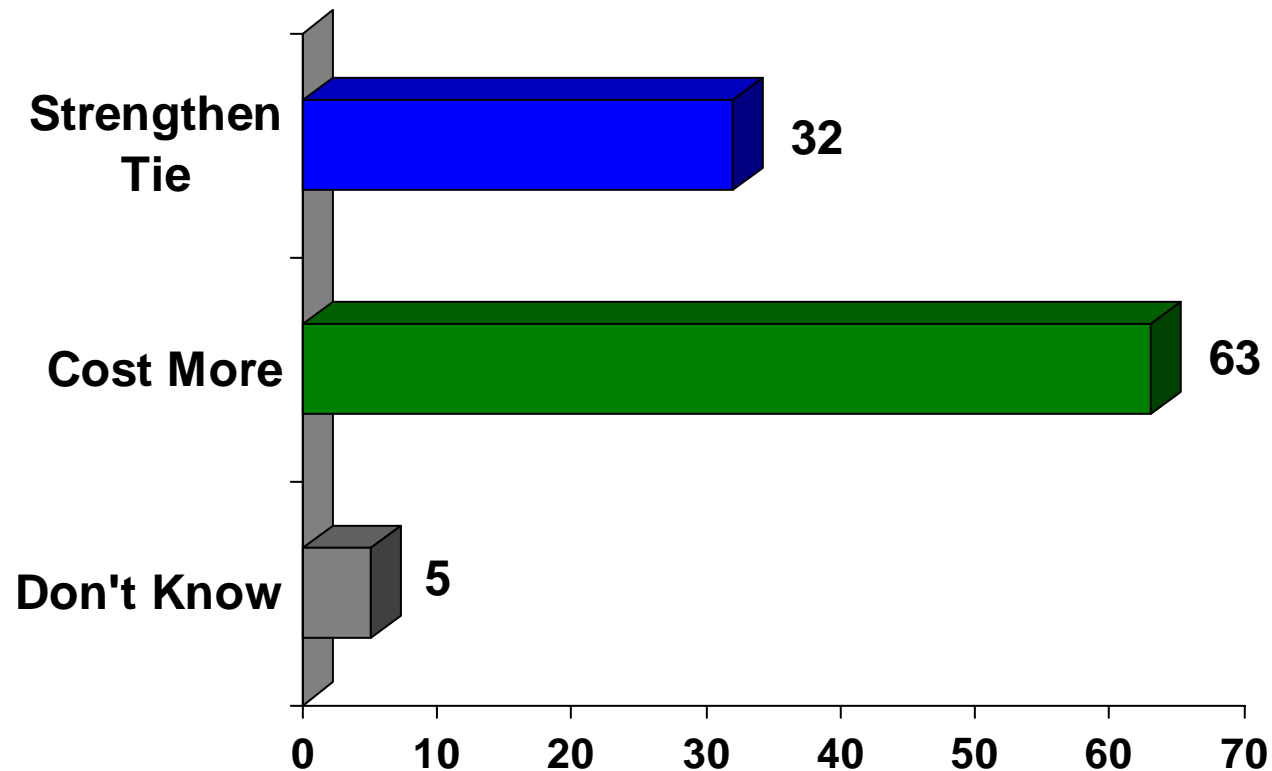
The education system today is stretched too thin as it is. We can't afford the kinds of changes that have been presented in this survey.



What worked for me should work for students today. I don't see a need for catering to the needs of all these different students.



Your position: Turning schools into community centers would strengthen the ties b/w schools and communities – OR – Schools are already doing too much and this will only drive costs up more.



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Demographic Differences

EOC/Priorities for the SC Education System

Demographic Differences

- **Study findings identify some “typical patterns” with respect to demographics**
- **In general, results are more positive among**
 - ✓ **Women,**
 - ✓ **African Americans, and**
 - ✓ **Those in lower income categories**

Demographic Differences

- **By and large, however, the story is not in the demographics**

Those indicating Acknowledging and Embracing Student Diversity should be High Priority

Total	18 – 34	35 – 54	55+	Male	Female
61	68	63	57	57	64

Caucasian	African American	HHI < \$25,000	HHI \$25 - \$49K	HHI \$50 - \$74K	HHI \$75,000 +
59	66	61	64	58	58

% indicating Developing New Approaches and Alternatives to Traditional Classroom Teaching should be High Priority

Total	18 – 34	35 – 54	55+	Male	Female
67	69	68	65	63	70

Caucasian	African American	HHI < \$25,000	HHI \$25 - \$49K	HHI \$50 - \$74K	HHI \$75,000 +
64	75	72	76	64	60

% indicating Allowing Area Residents Access to School Buildings and Resources on Evenings and Weekends should be High Priority

Total	18 – 34	35 – 54	55+	Male	Female
29	33	22	35	37	23

Caucasian	African American	HHI < \$25,000	HHI \$25 - \$49K	HHI \$50 - \$74K	HHI \$75,000 +
27	34	36	33	25	23

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Conclusion

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Conclusions

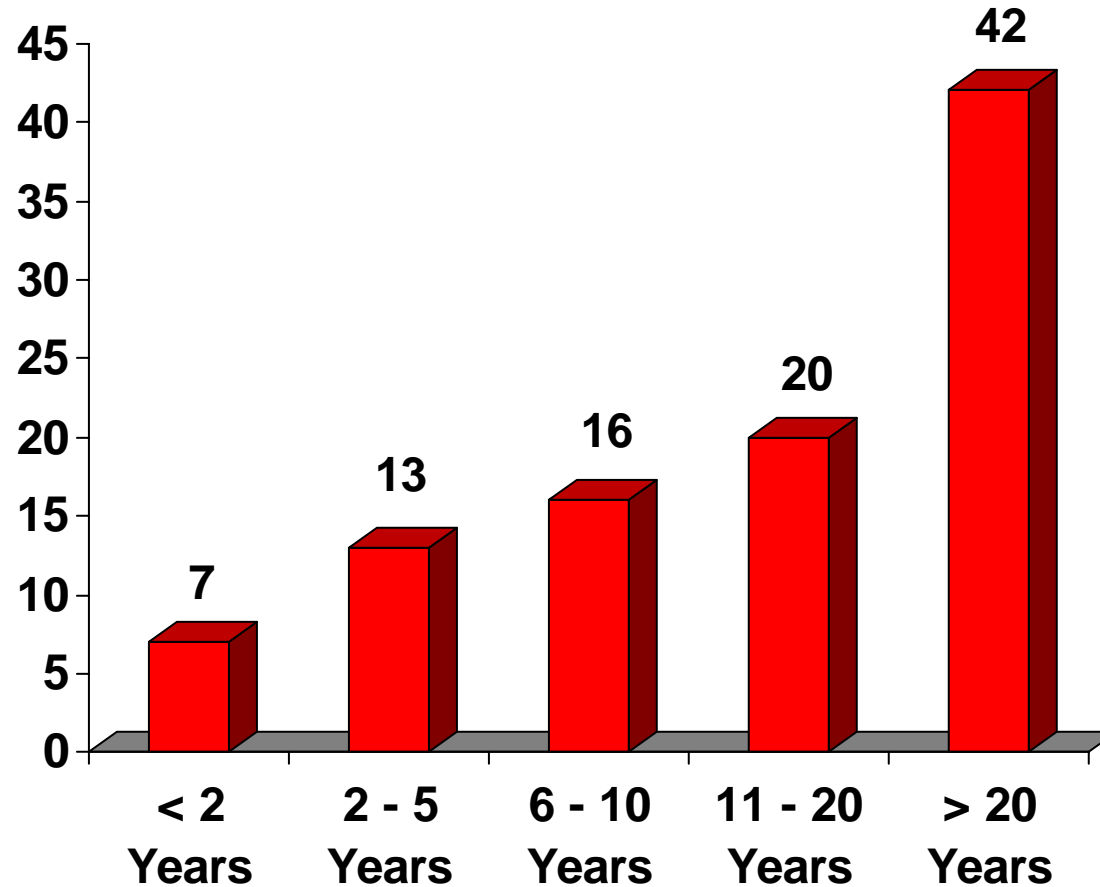
- **Findings identify positive shifts**
- **Residents support for many of the ideas presented in the research, particularly those related to**
 - ✓ **Non-traditional teaching and**
 - ✓ **Diversity**

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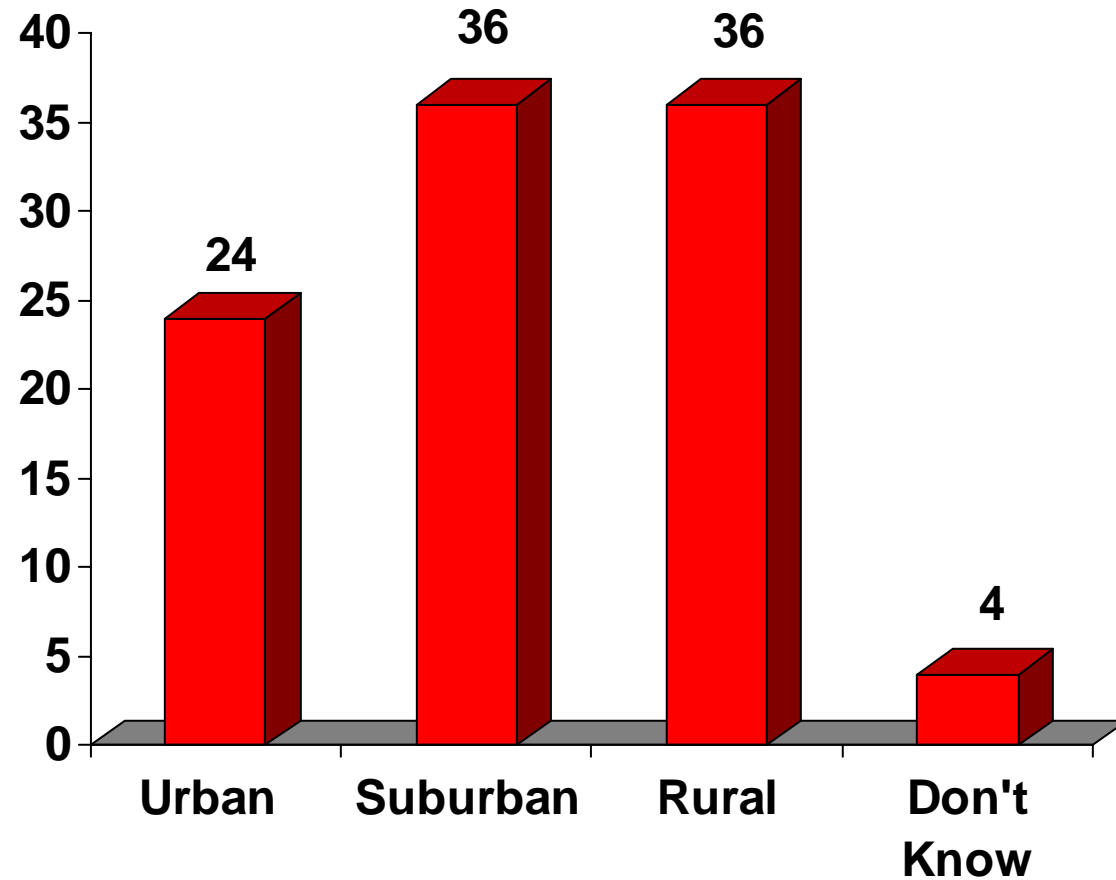
Study Demographics

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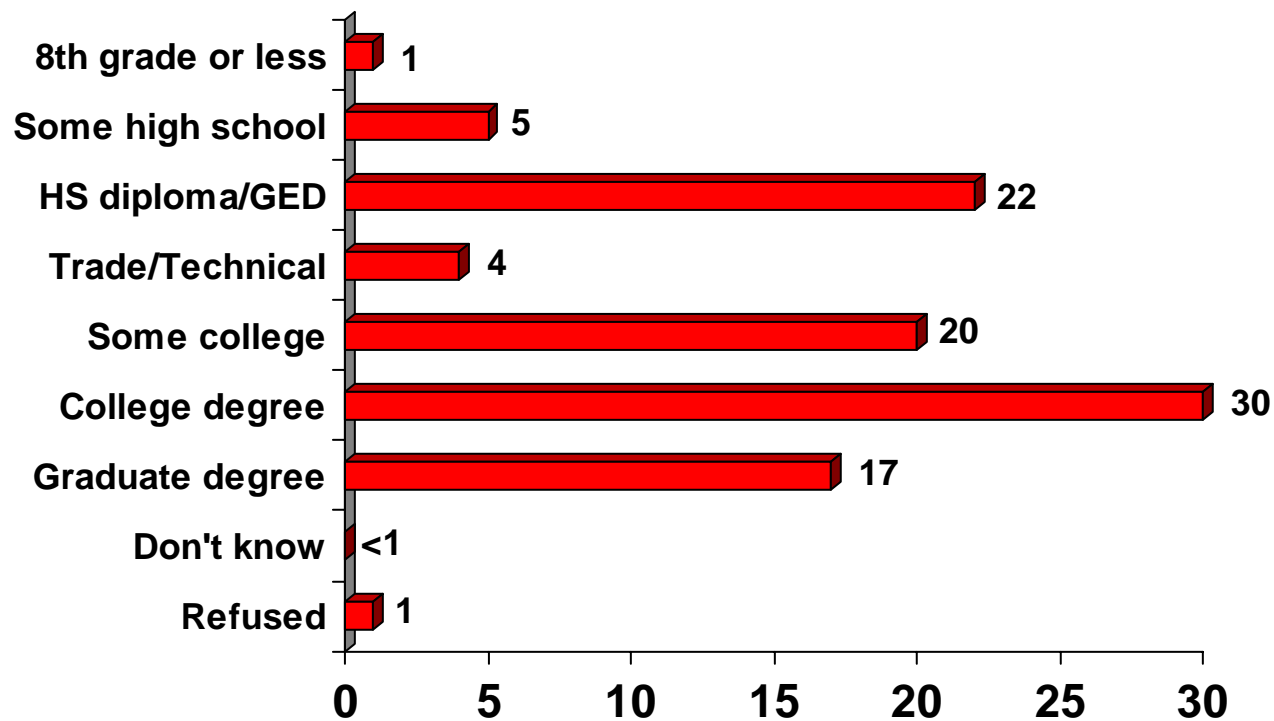
Length of Time in Area



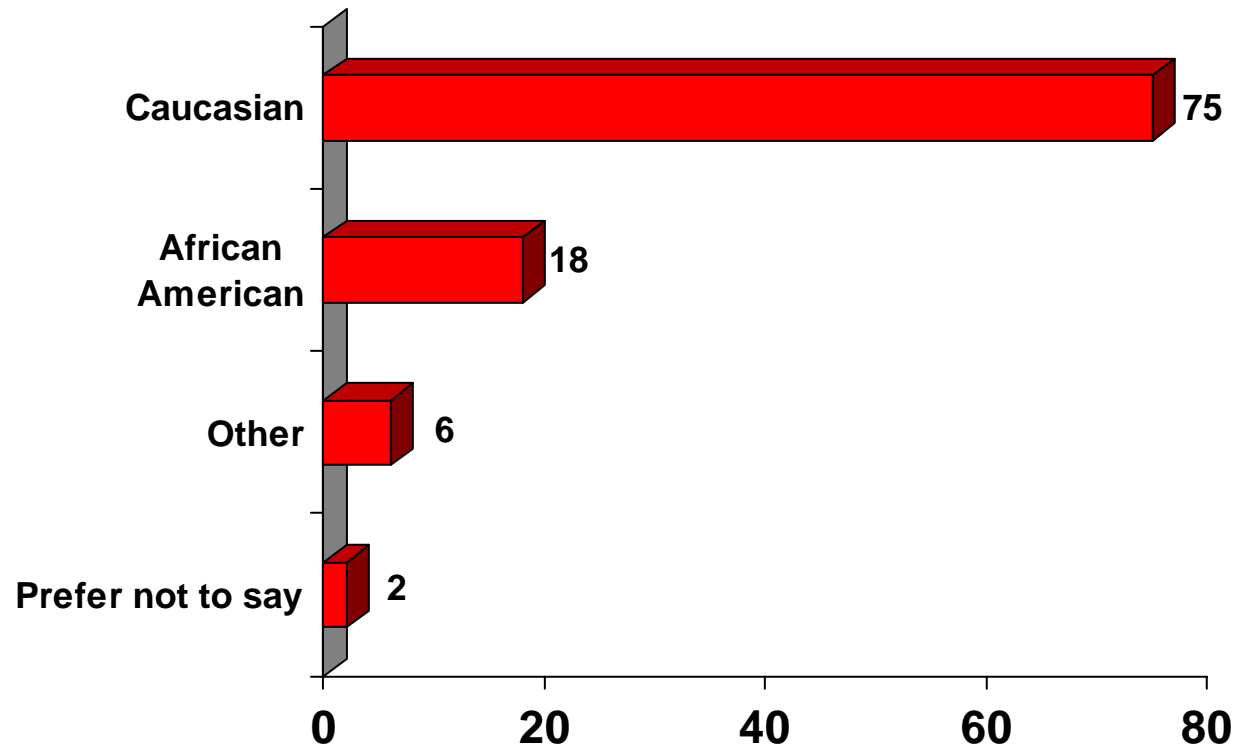
Area in Which You Live



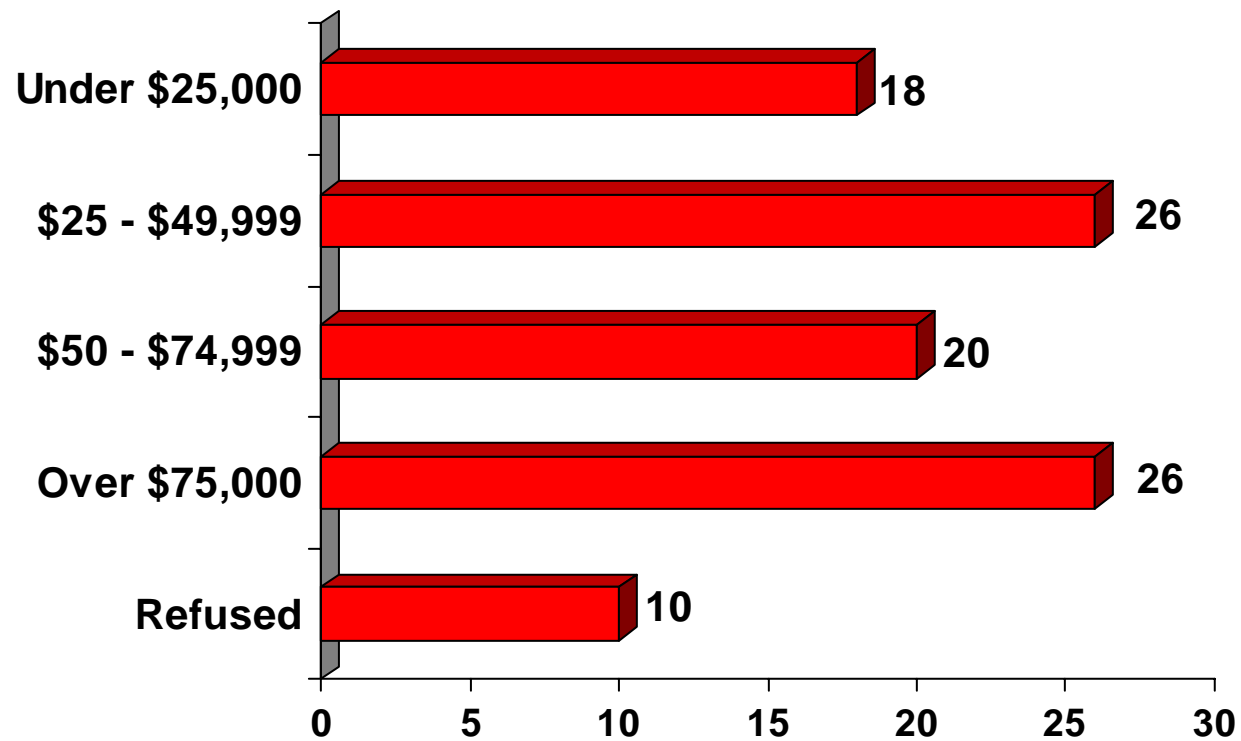
Last Grade of School Completed



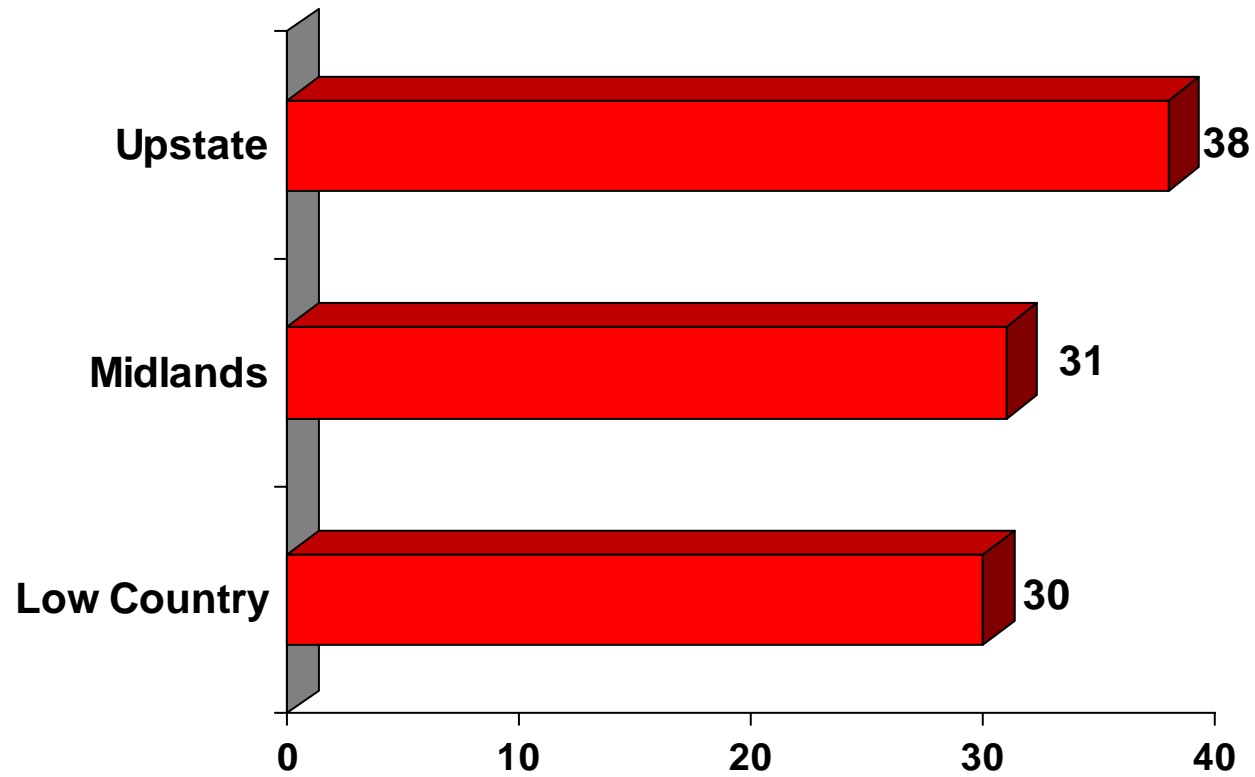
Primary Ethnicity



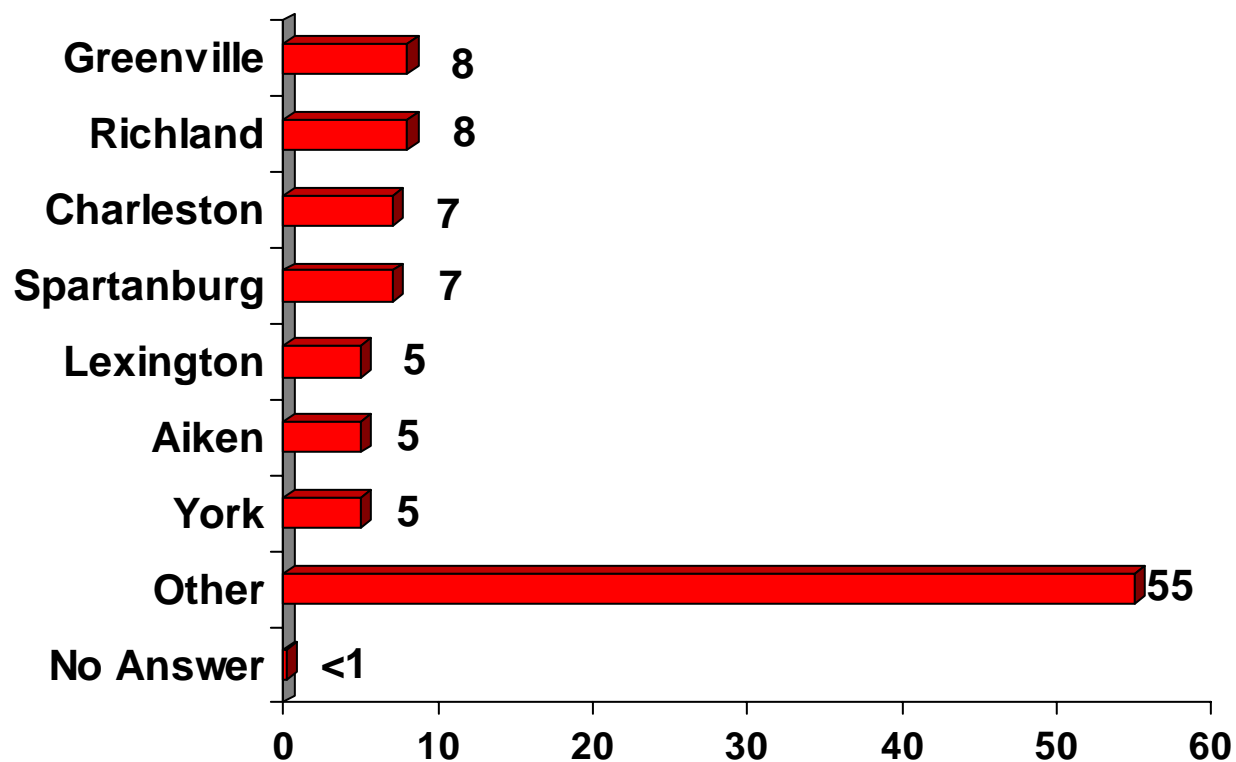
Income



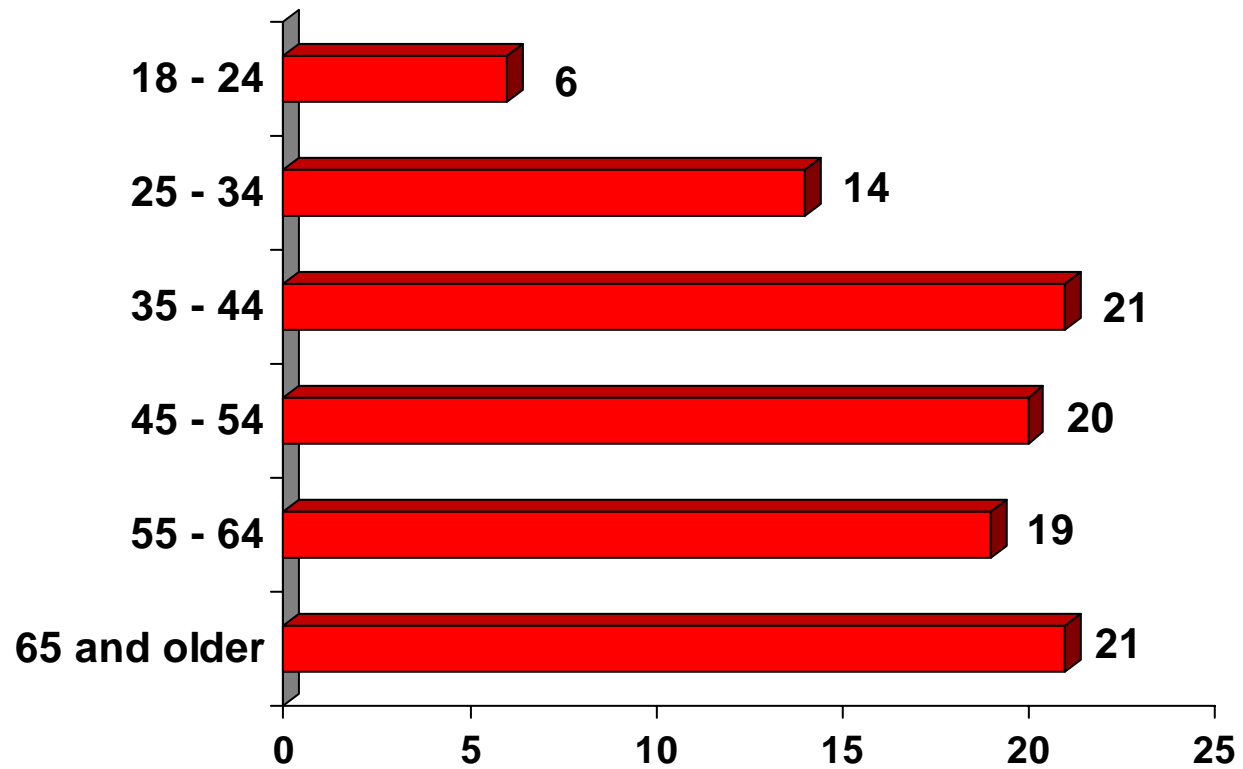
Region



County



Age



Gender

